

ECLECTIC BRAINS

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APRIL 2023
'The Millionaire Billionaire Issue'

Action is the only salve
for self-doubt;

A successful partnership is
one that has both an air of
transparency and a good
measure of trust.

EXCLUSIVE INTERVIEW
with
Co-Founder, Trulioo
Founder, The Cofounder's Hub
Author, The Cofounder's Handbook

TANIS JORGE

A powerful, self-taught serial entrepreneur &

UNICORN

Co-Founder, Trulioo (US \$1.65B)

UNICORN

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NIDHI MEHTA



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CO-FOUNDER OF TRULIOO



SPOTLIGHT

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literarylovebykendall Books have their place in my life but sometimes I just want to kick back on the couch with a cup of tea and a good magazine. I love @eclecticbrainsmagazine because they have a variety of articles. From how to slay in the workplace to taking care of your mental health at home they have you covered ✨ If you're

Khyati



Khyati Mehta
★★★★★
24 Nov 2022

I just bought the yearly subscription and have also bought the previous ones before! After buying and reading I would say is for the people who love to read it's a perfect place for us! It's reasonable and every issue is unique in its own way and worth the read! It has amazing people in its cover story and also some incredible people featured that truly inspire us by their interviews and has helped me learn something new from their own life experiences! The Editor letter is something I always look forward to and the writers column is also quite fun, educative and interesting to read every single time! It has some of the best graphics along with the best content that makes it very aesthetic and alluring!!! Not only I'm just a subscriber but you've gained a forever reader here! All in one I would say is, I genuinely love ECLECTICBRAINSMAGAZINE ❤️



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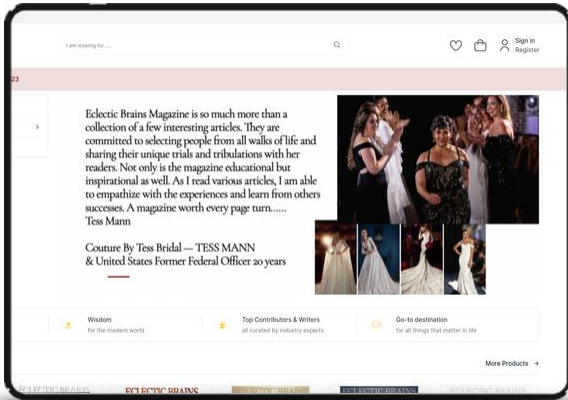


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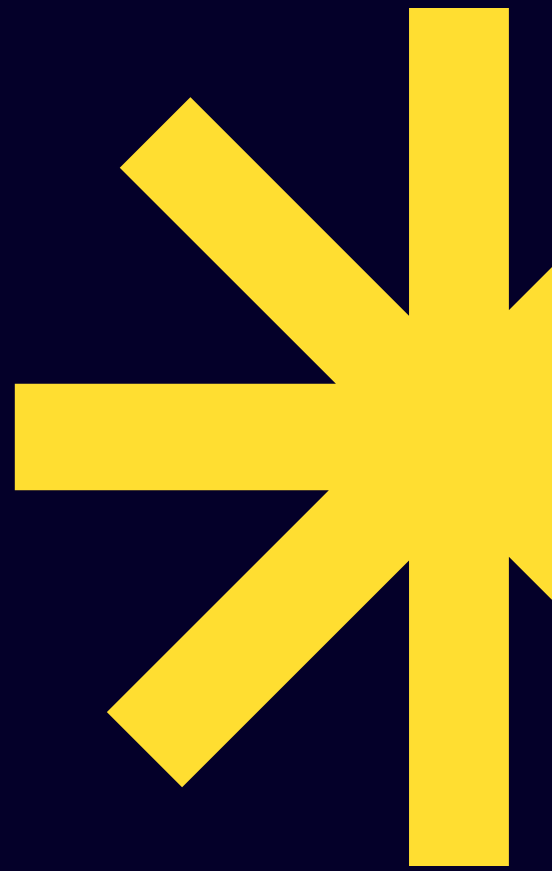
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NIDHI
MEHTA

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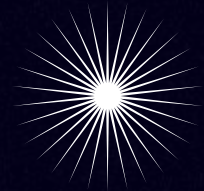
CREATIVE
DIRECTOR



EDITOR'S^{*} LETTER



'The Millionaire Billionaire Issue'



"Do you know he won a lottery? He just got lucky the other day!" When you hear this sentence, subconsciously, the 'lottery' seems too good to be true, and the 'lucky' term is underlooked. However, if I have to tell you, "He won the running competition, He worked really hard; it's his blessing." This sentence is wired to be accepted; he worked hard, and it's his blessing. Being blessed is accepted morally rather than just being lucky. However, we have gotten it all wrong. Being lucky always overpowers blessings. A great runner is blessed enough to make it to the top 10, but being favored in accordance with the universe for the right time, right place, and right execution to be in the first position, 'luck' here is more of the sour grapes that he couldn't get, if he didn't win the competition in the first place.

There is only a fine line between being lucky and being blessed—habits. Without habits, you can get lucky once, twice, or thrice, but not the fourth time. And on the contrary, when you develop a routine, work hard, avoid distractions and temptations, overcome every insecurity, and just focus on one thing, one goal, that's exactly where you meet blessings by being lucky 'n' number of times. Just like quoted by our cover girl of ECLECTIC BRAINS Issue 14 — April 2023,

Tanis Jorge, a successful entrepreneur for more than two decades, 'There are always some "lucky" factors in a venture, and those keep you humble if you are willing to acknowledge them.' I am amazed with Tanis's simplicity; this is my first time experiencing it, and I have come to the realization that indeed, the greatest men are the humblest.

Without good willed habits, even if you get lucky and win the lottery, if you don't have a habit of carefully using your money, you will jeopardize your life more than it was before winning it. With habits and goodwill, bad luck can be turned into good luck. Good Habits: Blessing + Lucky. Find the good habits with our 'The Millionaire Billionaire Issue', They are not just lucky; it's neither easy, nor impossible. More importantly, are you willing to work with integrity, determination, focus, and, at the top, sacrifice and commitment? as quoted by Kristian Kabashi 'It's the the 10 years of overnight success', as quoted by Christian Curtis, 'Reaching a little higher. Pushing a little father.' as quoted by Dara Busch, 'Being a CEO is exciting because no one day is like another. I'm always being presented with new challenges and opportunities.'

I hope you enjoy reading 'The Millionaire Billionaire Issue'. I am grateful to Tanis Jorge, Cristina Curtis, Kristian Kabashi, and Dara Busch for interviewing with ECLECTIC BRAINS. A special thanks to our team of writers.

APRIL 2023



Sometimes grit is beyond comprehension. Working too hard without any result and persisting so that one day there is a result. Between giving up and moving forward, your heart will echo. Despite people's opinions, in fact, the more opposition, the more likely you are going to do it. Keep moving forward towards the person you would like to become. Put the effort into the right habits, there's no other way around and that's the only route between the person you are and the person you'd like to become. When you do things you like, and most importantly, the right things, even under harsh conditions, I guarantee you will find peace within yourself. That grit, that perseverance, your heart's echo, and in-between moments of chaos, you will find that your momentum of the right time, the right place, and the right moment intersect. Perhaps that's the moment where faith, the universe, and God intersect. Perhaps that's where the magic happens. Perhaps that's where you get lucky. And perhaps that's why people are overwhelmed by being lucky.



The winds and the waves are always on the side of the ablest navigators.

EDWARD GIBBON

ECLECTIC BRAINS


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TANIS JORGE

Co-Founder, Trulioo (Unicorn)
Founder of The Cofounder's Hub
Author of The Cofounder's Handbook
ENTREPRENEUR & AUTHOR

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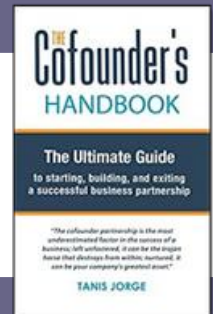


Tanis Jorge is a serial, tech entrepreneur, and a leading advisor to startup founders on entrepreneurship and building successful cofounder partnerships. Over the course of her career in startups, spanning the last 20+ years, Tanis has cofounded, scaled, and successfully exited multiple data-driven businesses.

Her successes culminated with her most recent venture, Trulioo (pronounced 'Truly U'), which she co-founded in 2011 with her long-term business partner, Stephen Ufford. Between 2011 and 2015, Tanis served as Chief Operations Officer of Trulioo, working to lay the groundwork and build the foundation for the trusted, innovative, and disruptive company it has become today. In 2021, Trulioo reached unicorn status (US \$1.65B valuation) solidifying its place as the world's leading identity verification company and Jorge's track record for founding successful businesses. Following a record-breaking Series D, she stepped down from the Board of Trulioo to focus on her cofounder advisory work. She remains a minority shareholder of Trulioo.

Tanis cofounded her first start-up, iQuiri in 1999. The company was one of the first to make consumer credit reports available online and was acquired by Experian in 2003. In 2004, she cofounded NCB Data Services, which was again acquired by Experian in 2006. In 2005, Tanis cofounded identity management firm Pharos Global Strategies, which was again acquired four years later.

Today, Tanis is one of the go-to voices and experts on the 'cofounder relationship', drawing on her experience cofounding and successfully scaling four technology businesses. She is the author of The Cofounder's Handbook and Founder of The Cofounder's Hub, a platform for entrepreneurs looking for tools and resources to find, build, and exit a successful business partnership. Tanis also advises fast-growing start-ups and leading venture capitalists, focusing her work on how cofounders can function in an open, productive, and symbiotic way to ensure continued and long-term business success.



Tanis sits on the Board of Directors at Ally Global, a non-profit that works to prevent human trafficking and supports survivors through safe homes, education, and work opportunities. Tanis lives in Vancouver, BC with her husband and two boys. When she isn't working she enjoys the "foodie" lifestyle with her husband David Jorge, MasterChef Canada Season 2 winner. She loves water sports and is currently working towards turning her brown belt in kickboxing into black, a lifelong item on her bucket list. Tanis also takes time to mentor students at the private school she founded, Live Learn Launch Academy, which focuses on entrepreneurship, financial literacy, and life skills.

ENTREPRENEUR & AUTHOR

CO-FOUNDER, TRULIOO

FOUNDER OF THE COFOUNDER'S HUB

AUTHOR OF THE COFOUNDER'S HANDBOOK

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In conversation with Tanis

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ECLECTIC BRAINS

on ENTREPRENEURSHIP

In conversation with Tanis



NIDHI MEHTA

When was the first time you had your moment of realization, that you were going to be an entrepreneur?



TANIS JORGE

I would say I knew I needed to be an entrepreneur in high school. I remember completing a school project with my soon-to-be cofounder, in a way that was outside the parameters that the teacher wanted. They were looking for an essay and a filled in worksheet; WE filmed a video and edited it (in 1997 which wasn't easy!). Everyone loved it; we got a C-. It was then that I realized academics wasn't going to be my thing.

ECCLECTIC BRAINS

on ENTREPRENEURSHIP

In conversation with Tanis

NIDHI MEHTA

I would like you to take us back to the time when Stephen was at Silicon Valley raising funds for Truiloo and you were managing the company in Vancouver, at the same time managing motherhood with two kids under two. If you can recall how the day looked back then?



TANIS JORGE

That was a hard time. I can say I never anticipated how difficult and different that journey would be from the previous ones we had in our other ventures. As a person who loves the startup process and who really enjoyed raising my kids, I found it very difficult to excel at both; I always felt I was falling short in each endeavour. In a day, I started by getting the nanny set up, trying to spend a little “quality-time” with each child before I left. I then had an hour commute downtown to our office where I worked with our team on the day's tasks. Then an hour to get home, make dinner (our nanny was mostly childcare focused), tidy, squeeze in more ‘quality-time’ with the little ones, and off to bed. In previous companies, in the evening, I was able to let my mind continue to ponder the startup and even get some more work done but this time around that wasn't a possibility. I also struggled with working-mom guilt, wanting to ensure my kids had the right amount of time with me to feel loved. It was hard.

ECCLECTIC BRAINS

on ENTREPRENEURSHIP

In conversation with Tanis



NIDHI MEHTA

What is the major difference, apart from capital, between a bootstrapped company and a venture capitalist-backed company? How different are the journeys?



Stephen Ufford

img src: LinkedIn



Truilo reached unicorn status (US \$1.65B valuation) solidifying its place as the world's leading identity verification company and Jorge's track record for founding successful businesses. Following a record-breaking Series D, she stepped down from the Board of Truilo to focus on her cofounder advisory work. She remains a minority shareholder of Truilo. Stephen Ufford and Tanis Jorge are the founders of Truilo.



TANIS JORGE

They are both stressful but venture capital-backed investment adds another layer of responsibility that you are beholden to. Both Stephen and I take our "word" very seriously and when we said we could create a successful company with their funds, we knew we had to back it up with action. I suppose in a bootstrapped company you only have yourself to let down if your business fails but even there, you have a responsibility to employees, suppliers, customers, and even your family. So success matters either way.



ECCLECTIC BRAINS

on ENTREPRENEURSHIP

In conversation with Tanis



NIDHI MEHTA

What traits do you generally like in other entrepreneurs, and what traits don't you vouch for?



TANIS JORGE

Actually, it's the response I had to the previous question: a sense of responsibility. I can trust a person who takes support from others very seriously. Whether they offer support through investment, working for them, supplying or buying from them, entrepreneurs that will do what it takes, have what it takes to be successful. On the other hand, a trait that worries me in a founder is the need to have all the answers or secure all the risks. That is a luxury that is seldom afforded a startup and the inability to move forward without all the details or a low tolerance of risk are warning signs to me.

ECCLECTIC BRAINS

on ENTREPRENEURSHIP

In conversation with Tanis



NIDHI MEHTA

With all the achievements and Trulioo being now a unicorn, how do you still remain grounded? And what advice do you give to entrepreneurs with the rising economic stability of a company?



TANIS JORGE

I know that my success is the result of many hands. For one, I had an incredible cofounder at my side. Stephen is a brilliant businessman who is excellent at inspiring people with the company vision and tenacious with an execution plan. I have also built enough companies to know that the entrepreneurial journey is a roller-coaster ride and sometimes there are factors that affect your business that are beyond your control. There are always some “lucky” factors in a venture and those keep you humble if you are willing to acknowledge them.

ECCLECTIC BRAINS

on ENTREPRENEURSHIP

In conversation with Tanis

NIDHI MEHTA

A generic question, How many times will an entrepreneur have self-doubt if they can make it through a situation? Do you have any stories to share on that one? Where you overcame what you felt impossible to do in the first place.



TANIS JORGE

Self-doubt, I believe, is always a lingering factor in any journey, to various degrees. Despite all the success I've had in business to date, I still doubt my abilities and capabilities. In my current venture I struggled with my chances of success...why?...because for the first time I was starting a business without a cofounder! For me that's a big deal! I wondered if I had what it takes to go it alone. Having now written a book and launched a platform, I'm only now seeing a roadmap to success and able to calm some of my concerns. I'm reminded once again that action is the only salve for self-doubt; it's the only thing that can prove you wrong.

ECCLECTIC BRAINS

on CoFounders

In conversation with Tanis



NIDHI MEHTA

In one of your interviews with TechCrunch, the conversation had this one pointer that I wanted to ask: how necessary is it to have a co-founder partner for a company? Do independent entrepreneurs work for a company? To which you have quoted, You will lose some access to investors because you are a solo entrepreneur; that's a rule of sorts. I have two questions for you on that one.

a. If an entrepreneur has scaled a company on his own and he is interested in working with a cofounder later on, when should he plan to partner? Or are there any factors that you can highlight where a co-founder is very much needed in a company?



TANIS JORGE

I actually have a great real-life story in my book that is an example of this. Yes, you can bring someone in as a partner later in your business but you need to be very intentional and plan for it carefully. First, make sure that you clearly define what you expect that person to accomplish and if possible match it up with a vesting period. Additionally, you need to be extra careful that your values align. Bringing in a new partner can disrupt a flourishing culture if the team senses that the values are out of sync.

ECCLECTIC BRAINS

on CoFounders

In conversation with Tanis



NIDHI MEHTA

b. In the same scenario, how much should a co-founder take home? Always 50%? Even though a company was first built by a solo partner?



TANIS JORGE

This depends on the needs and future plans for the company. Equity disbursement should be based on what was

A) contributed from the past,

B) recognition for what is brought into the partnership (ie. capital investment), and

C) what is expected for the future. For example, if the late cofounder is part of a succession plan, there needs to be enough equity to incentivize them but still keep value for the original partner.

ECCLECTIC BRAINS

on CoFounders

In conversation with Tanis



NIDHI MEHTA

While the two cofounders have their areas of strength, is it important for all the co-founders to know the overall process of the company in detail? If one is a tech guy and the other is a finance guy, do they still need to have an overview of each other's business in detail?



TANIS JORGE

Someone asked me recently, "Can't each cofounder just "stay in their lane?". The answer is a resounding NO! As a matter of fact, a successful partnership is one that has both an air of transparency and a good measure of trust. You can only have those two things when there is robust communication and confidence that the other person is doing their tasks well. A business is too complex to allow for "lanes"; decisions in one department will always affect the others. Unless there is a deep understanding of all the components occurring within the company, the right decisions can't be made. At least then, if an error in judgement occurs, leadership can know it is from a shared decision not the blame of one.



A SUCCESSFUL
PARTNERSHIP IS
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BOTH AN AIR OF
TRANSPARENCY
AND A GOOD
MEASURE OF
TRUST.

TANIS JORGE

Co-Founder, Truilo
Founder, The CoFounder's Hub
Author, The CoFounder's Handbook

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ECCLECTIC BRAINS

on CoFounders

In conversation with Tanis

NIDHI MEHTA

How did you come up with the idea that I am going to create a co-founder book and advisory rather than a guide on entrepreneurship (because there are lots of guides available for the same)?

Where did the idea come from? Is it just an idea that popped up, or because of your multiple successful co-founding companies with Stephen, or was it something in your head from a really long time ago? (Like the way you had pre-decided, I am going to stay in this company for a tenure of two or three years.)



TANIS JORGE

I would often get asked to advise founders who were struggling in their partnerships. I noted that many were “silently suffering” and struggled to find help for fear of instilling a lack of confidence from those they confided in ie. investors, employees, family, etc. I heard over and over, similar struggles from different partnerships and realized that there needed to be a guide, not just from coaches and academics, but from actual cofounders who had been there and had wisdom to share about the experience. And so, The Cofounder’s Handbook was born.

I wanted to write a book that would guide people no matter what stage their partnership was in. Asking yourself if you even need a partner, where to find one, what to look for, how to vet them, and how to contract with them is the first stage. Then, how do you build a strong partnership so as not to run into issues is the vitally important, yet often overlooked, second stage. Finally, how to have difficult conversations, work through serious challenges in a way that doesn’t jeopardize the business, and exit the partnership on a positive note, all make up the third stage. The book is essential for anyone in a partnership because it is both a roadmap and an insurance policy for whatever comes your way.

ECCLECTIC BRAINS

on CoFounders

In conversation with Tanis



NIDHI MEHTA

Do co-founders feel they are alone at times?

Select One :

1. Is it as lonely as being a solo entrepreneur?
2. Is it inevitable while running a company, or
3. Does it really depend from person to person?



TANIS JORGE

Honestly, I think the loneliest entrepreneur is one who is working their business while at the same time having issues with their cofounder. It adds a significant layer of stress on top of running your company and can quickly become the biggest risk to your success. Trying to execute a business plan while trying to navigate personal issues with your cofounder is daunting and sadly, if not remedied, has the chance to curtail your efforts.

Instead, my goal, through the book and our online resources, is to show how having a partner can be the greatest asset of your business. It also has the chance to be one of the greatest human experiences. Having someone by your side as you chase your dream and ride that roller-coaster ride, can build a bond that enriches and brings so much joy to your life. It's worth all the hard work, I promise.

ECLECTIC BRAINS

on CoFounders

In conversation with Tanis



NIDHI MEHTA

What is the key to being a successful co-founder?



TANIS JORGE

Communication, intentionality, transparency, authenticity, vulnerability, grace, and a willingness to look at the partnership through the lens of a team striving towards the same goal.

Early on I discovered my “super-power”; it’s taking an idea and bringing it to fruition. My personality is geared towards novelty, influence, variety, and excitement. Nothing explains the startup process like those 4 words. I discovered that routine, processes, schedules, and structure are my “kryptonite” and suck the joy out of me. Therefore, the early stage is where my passion is and when the structural requirements of later stages begin to show themselves it becomes much easier for me to pass the baton.



TANIS JORGE

ENTREPRENEUR & AUTHOR

NOVELTY

INFLUENCE

VARIETY

EXCITEMENT

ECCLECTIC BRAINS

on PERSONAL DEVELOPMENT

In conversation with Tanis



NIDHI MEHTA

When was the first time you were resilient to a situation in your life, and how did you move forward through that challenge?



TANIS JORGE

Finances are always an issue when you start a business. Whether it's your first startup or your tenth, there is always an expectation of the amount of capital necessary to invest. Many times I have been unsure that I could make it work; either when I was young and wasn't sure whether I could make a mortgage payment, or later in life wondering if we could execute with the budget we set out with. Every time, the phrase, "where there is a will, there's a way", proved itself. Resourcefulness is a wonderful thing. A willingness to get creative and do what it takes gets you further than you ever thought you could go.

ECCLECTIC BRAINS

on PERSONAL DEVELOPMENT

In conversation with Tanis



NIDHI MEHTA

Tell us about Tanis as an entrepreneur and Tanis as a family person; how do you manage both of the worlds? What is your perspective and beliefs on these two different roles?



TANIS JORGE

In my experience, it is difficult to excel at both roles, at the same time. I have learned to give myself grace as I make the decision to spend more time in one role. It's easy to feel guilty for easing off the gas in one area to focus on the other but I find it often cannot be avoided. So I will say to myself, "This week I'm going to go hard on hitting a deadline in my business, but next week I will compensate by adding a day trip with the family to their favorite recreation spot." This allows me to have the best of both worlds and not neglect the needs of each role.



FINANCES

are always an issue when you start a business. Whether it's your first startup or your tenth, there is always an expectation of the amount of capital necessary to invest.



TANIS JORGE
ENTREPRENEUR & AUTHOR



ECCLECTIC BRAINS

on PERSONAL DEVELOPMENT

In conversation with Tanis

NIDHI MEHTA

On a personal level, you've mentioned, as a kid, that your mother helped you out of one bullying incident; however, as a working mother, even though you are there for your kids, do you still have worrisome thoughts of what if someone is bullying my child? How do you manage these kinds of thoughts? What is your internal conversation with intrusive thoughts while you are working?



TANIS JORGE

I'm always worried about my kids! I probably worry too much lol. I know that sometimes I project my own insecurities on them and as such focus on things that might not even be an issue. One important exercise I do is keep open communication and then trust my kids' responses. I share what I worry about and invite them to explore with me not only ways to make sure my fears never become a reality but also give them the opportunity to help me know that they understand where I am coming from and why it matters. In this way, I know that they know what the danger is and why and how to avoid it. A lack of ignorance is half the battle.

ECCLECTIC BRAINS

on PERSONAL DEVELOPMENT

In conversation with Tanis

NIDHI MEHTA

You've been so precise with your mental clarity about how long you will stay in a company from the beginning and exited multiple times; where does this peace of mind come from? How easy was it for you and a non-attachment of 'MY COMPANY'! (It's not easy to be detached from your passions) Where do you get the mindset from, and how do you come to the conclusion that it's time to move on?



TANIS JORGE

Early on I discovered my "super-power"; it's taking an idea and bringing it to fruition. My personality is geared towards novelty, influence, variety, and excitement. Nothing explains the startup process like those 4 words. I discovered that routine, processes, schedules, and structure are my "kryptonite" and suck the joy out of me. Therefore, the early stage is where my passion is and when the structural requirements of later stages begin to show themselves it becomes much easier for me to pass the baton.

ECCLECTIC BRAINS

on PERSONAL DEVELOPMENT

In conversation with Tanis



NIDHI MEHTA

With that same question, what are the traits (apart from the skills at work) you look for when selecting the next person to run the company?



TANIS JORGE

This depends completely on both the current stage of the business and where it needs to go. I've learned that a shared value in the mission of the company goes a long way to maintaining a positive corporate culture. Additionally, having the next person understand what will be required of them in getting the company to the next phase needs to be clearly laid out. This way they know what is expected of them and have a good idea of the timeline that they will need to be engaged.

ECCLECTIC BRAINS

on PERSONAL DEVELOPMENT

In conversation with Tanis



NIDHI MEHTA

What is the essence of your marriage with David? You met him when you were really young. How did you guys work things out all the way through?



TANIS JORGE

We always had the same dreams and goals. We both wanted to achieve big things, grow financially, and experience the cool things in life. That helped us as we made the necessary sacrifices that we needed to in order to make those goals a reality. Together we were willing to go through the struggles knowing that we were both striving for the same end. Shared vision is so important for a strong relationship.

TANIS & DAVID JORGE





DAVID JORGE

TANIS JORGE

DAVID JORGE

WAS THE WINNER OF SEASON 2
OF MASTERCHEF CANADA.

ECCLECTIC BRAINS

on PERSONAL DEVELOPMENT

In conversation with Tanis



NIDHI MEHTA

Tell us about your journey from being a brown belt kickboxer to now working towards a black belt.



TANIS JORGE

I hate exercise. That said, I LOVE kickboxing. It gets me up in the morning with excitement unlike the idea of a treadmill workout. Also, kickboxing has clearly defined milestones that work with my personality. The belt colors along with the intermediary stripes are just the right carrots to keep me going. Unfortunately, I injured my knee a couple years ago and I'm still trying to get it repaired. The goal isn't lost, it's just a bit delayed for now.

ECCLECTIC BRAINS

on PERSONAL DEVELOPMENT

In conversation with Tanis



NIDHI MEHTA

One piece of advice that really helped you that you would like to pass on to other people.



TANIS JORGE

Stephen's dad gave the advice, "If you don't know what to do, do nothing, until more information comes your way". You don't always get that luxury in business but there have definitely been times when we allowed ourselves to hold off on making a key decision until a bit more data was available. Sometimes one or two more days is all you need.



Stephen's dad gave the advice,

**IF YOU DON'T
KNOW WHAT
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You don't always get that luxury in business but there have definitely been times when we allowed ourselves to hold off on making a key decision until a bit more data was available. Sometimes one or two more days is all you need.

TANIS JORGE

ECCLECTIC BRAINS

on PERSONAL DEVELOPMENT

In conversation with Tanis



NIDHI MEHTA

Your favorite quote.



TANIS JORGE

“Enjoy the Journey”. After building three companies, I looked back and realized that we could have allowed ourselves a little more time to enjoy the process. Sometimes the concerns and stress get in the way of seeing the incredible opportunity that it is building a business. Not everyone has that luxury, so take time to appreciate what you get to do.

ECCLECTIC BRAINS

on PERSONAL DEVELOPMENT

In conversation with Tanis



NIDHI MEHTA

A classic question: How do you look at your life in terms of success?



TANIS JORGE

My success is interesting because I look at it humbly and with reverence. I know what it took to achieve those accomplishments; the sacrifice, the stress, the ups, and the downs. I don't take it for granted nor am I cocky enough to think that I've accomplished it on my own. I'm grateful I had the opportunity to do what I've done and worked with the people I have. That said, I'm excited to be doing it all over again; starting at the beginning. The Cofounder's Hub is my way of giving back; my "success to significance" endeavour if you will. To me, seeing people find benefit and help through what I've been able to teach them is what really makes me feel successful.



When firmness is sufficient, rashness is unnecessary.

NAPOLEON BONAPARTE

ECLECTIC BRAINS

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In Conversation with

CHRISTINA CURTIS

Founder
CURTIS LEADERSHIP CONSULTING

Interviewer : Sonali Pawar



CHRISTINA

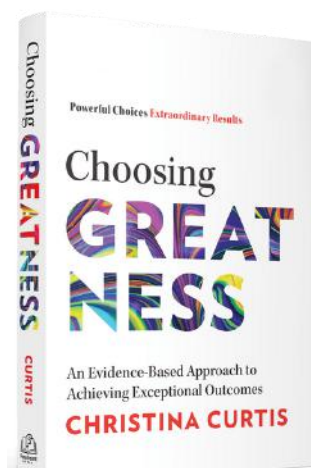
CURTIS LEADERSHIP CONSULTING

CURTIS

Christina Curtis is the founder of Curtis Leadership Consulting based in Denver, Colorado, supporting a range of high-achieving clients from world-class entrepreneurs to executives from Fortune 500 companies and Olympic athletes. A thought leader on motivation and goal attainment, she has written articles and been featured in Harvard Business Review, Forbes, Psychology Today, Entrepreneur, and Fortune magazines. She earned her master's degree in organizational psychology, is certified in NeuroLeadership, and is an accredited Master Coach, a designation held by less than 2 percent of coaches globally.

About Christina's Book :

Choosing Greatness: An Evidence-Based Approach to Achieving Exceptional Outcomes (Worth Books, May 2, 2023)



In *Choosing Greatness*, Christina Curtis combines her decades of practical experience in business psychology and her conversations with some of the greatest leaders of our generation—Richard Branson, CEO of the Virgin Group; Javier Rodriguez, CEO of DaVita Inc.; Jonathan Johnson, CEO of Overstock.com; Teena Piccione, executive at Google; Lara Merriken, founder of LÄRABAR®; and more—to teach you how to unlock the full potential of the greatest change agent imaginable: your own mind.





CHRISTINA CURTIS

The idea of working in psychology surprisingly came to me while snorkeling off the coast of Thailand. I was 50 feet offshore and alone when seven sharks swam about 20 feet underneath my feet and started circling beneath me. Needless to say my adrenaline surged, and I panicked! My arms started flailing, my legs started kicking, my snorkel fell out of my mouth and I screamed. But then I quickly noticed that my agitation was actually causing them agitation. Not a good sign when you are 50 feet offshore! I took a deep breath, stopped moving, and floated on the surface of the water in an extremely calm state. Time stood still. For a moment, I was able to observe and reflect on the beauty of these animals. The way they moved, the way they glided. They were peaceful. And I felt peaceful. I slowly made my way back to shore, relaxed in a calm state. Two things struck me that day. One, it's not a good idea to swim alone off the coast of Thailand. Noted. Two, the energy we generate is reflected back at us.

If I show up angry, others will be angry. If I show up peacefully, others will calm down. And if I walk in energized, amazingly, those feelings will ripple out to those around me.

Bottom line?

If I want to live a life of abundance, of joy, of excitement, then I have to choose how to show up and be in control of my emotions - rather than the other way around.

After that experience, I became thirsty for knowledge on self-awareness, psychology, and how to create the conditions to drive exceptional results. That passion quickly turned into a business, opening up decades of unique opportunities to support exceptionally high achievers, from Olympic athletes to entrepreneurs to Fortune 500 executives. My upcoming book, *Choosing Greatness*, simplifies success by highlighting the powerful daily choices required for us to choose our own version of greatness - as if by magic. But as I learned in the water that day, it's not magic, it's science.

SONALI PAWAR



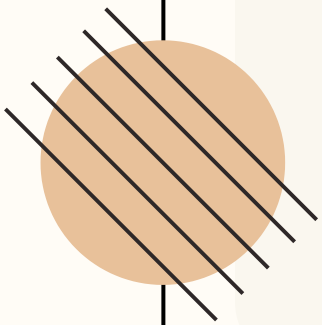
Can you share the story of how your dedication to helping individuals and organizations achieve greatness first emerged and how it has evolved throughout your career?



Christina Curtis
Curtis Leadership Consulting



If I want to live a life of abundance, of joy, of excitement, then I have to choose how to show up and be in control of my emotions - rather than the other way around.



ECLECTIC BRAINS

SPOTLIGHT

ISSUE 14 2023

SONALI
PAWAR

How would you describe the process of penning down "Choosing Greatness"?

CHRISTINA
CURTIS

As an entrepreneur with two kids and two dogs, writing a book took a ton of coffee, discipline, and family support! I committed to waking up at 5 am before the plethora of distractions began to emerge, and spent weekends chipping away – line by line, word by word, until it finally began to take shape. Writing a book required facing a great deal of internal self-doubt and worry, particularly when it came to sharing my conversations with Richard Branson and other talented leaders – would they be happy with what they read? After three years of hard work, I couldn't be more excited to share these insights with the world.

SONALI
PAWAR

Was there a specific event or a "light bulb" moment that sparked the idea for this book?

CHRISTINA
CURTIS

There wasn't really one light bulb moment. More a series of decisions that evolved over time. I remember growing up watching my grandfather write articles for the local paper, full of admiration for his ability to distill his thoughts and share them with others. At 10 years old, I decided to become an author myself and took a crack at writing my very first book! It was twelve pages long, handwritten on lined paper (I didn't own a computer back then). Now, almost four decades later, *Choosing Greatness* is my second attempt at a book – and is hopefully a little better informed!

X

Richard Branson



British businessman, business tycoon, and commercial astronaut Richard Branson. His most notable achievement is creating the Virgin Group in 1970, which now includes more than 400 businesses globally.

SONALI
PAWAR

How do you view the changing landscape of gender diversity in leadership positions?

CHRISTINA
CURTIS

The heightened discourse around diversity isn't translating fast enough to actions and outcomes. We often say there's a shortage of diverse talent, yet when I step back and look at the bigger picture, my clients who themselves are diverse are somehow building diverse teams. I feel passionate about our need to do more. To do better.

In *Choosing Greatness*, I focused on capturing the new face of success by interviewing über-successful individuals from different races, genders, and sexual orientations. Insights are shared from leaders like

Phyllis Yale



a senior Advisory Partner at Bain Consulting who once walked onto a client campus of 5,000 as the only female managerial staff member;

Kim Rivera



who was born in Puerto Rico and lost her parents at 16 later blazing her way to Chief Legal Officer roles at Fortune 500 companies; or

*Major General
Everett Thomas*



the son of a African American farmer in Mississippi who rose to the highest ranks in the Pentagon and won two medals for his work in the war on terror.

This cross-section showcases a diverse group of voices from the upper echelons that represent where America is headed as opposed to where it is today.

SONALI
PAWAR

What do you see as the main drivers of sustained motivation in the leadership journey?

Focus



CHRISTINA
CURTIS

Motivation isn't about wanting to do something. For example, I have zero interest in going to the gym. Zilch. It's about wanting to be something. I am a fit human, and the gym is what I do to keep that belief alive.

Historically, this is where our focus on motivation as leaders has fallen short. We make our goal setting process too clinical and complicated, failing to consider some fundamental aspects of human nature, such as motivation and memory! Goals need to harness and sustain their own motivational energy to overcome the daunting distance between here and there.

To sustain motivation:

Frame goals not just in terms of what needs to be achieved, but why. This primes the brain to focus on the impact those goals are driving, activating the effort and energy you need to achieve them.

Embed these goals into your psyche by making them easy to recite and remember. How would you describe what you want to achieve in thirty words or less? Post it up somewhere you can see it.

Add a noun to the key words instead of just a verb, weaving in our identity to enhance our probability of success. For example, researchers were able to increase voter turnout at statewide elections by phrasing the questions around "being a voter" versus "voting." These few words are part of you now.



Goals

SONALI
PAWAR

As we come to the end of our interview, can you share a personal motto or mantra that you live by and that has helped you in your own journey toward greatness?

CHRISTINA
CURTIS

We all endure our fair share of grief, fear, and worry, weathering our own storms. In the moment, these difficult experiences can weigh us down. Pull us under. Cause us to get swept away in the current, unable to breathe. But once we find our footing, don't be afraid of getting back out there.

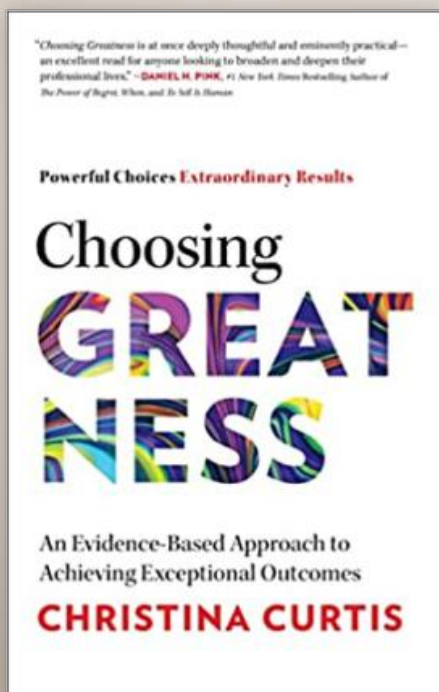
Reaching a little higher. Pushing a little farther. Using the lessons learned from that experience to propel you forward with an even greater sense of perspective and intensity.

Because you are still here. You are still standing.

And you're not done living yet.

I approach my life with a deep awareness that for all of us, one day, the music of our lives will stop playing, often without warning. Every moment between now and then is just waiting to be filled with your song.

Choose the music you want to be making - and above all, don't ever forget to dance in the rain.



BECAUSE YOU
ARE STILL
HERE. YOU
ARE STILL
STANDING.
AND YOU'RE
NOT DONE
LIVING YET.



CHOOSE THE MUSIC YOU WANT TO BE MAKING - AND ABOVE ALL, DON'T EVER FORGET TO DANCE IN THE RAIN.

CHRISTINA CURTIS

Founder, Curtis Leadership Consulting

Professional Tips :

Mind your own business and have plenty of it.

Focus on only one thing at a time.

Take action right now and don't worry about the results.

Learn to assign some of your tasks and obligations to others as a subordinate

(Take help when required).

Do not stake too much on success.

Do not worry about failing.

Do not overvalue the unattainable.

Do not undervalue what you have.

Keep both - your sense and humor in proportion.

Forget yesterday. It is gone.

Do not dread tomorrow. It is not here yet.

WISDOM

ECLECTIC BRAINS

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In Conversation with

KRISTIAN KABASHI

Co-Founder
NUMARICS

Interviewer : Sonali Pawar



KRISTIAN CO-FOUNDER, NUMARICS KABASHI

Kristian Kabashi is a creative powerhouse with an innovative perspective on the intersection of work and technology. With a proven track record as a top-level international executive in the creative industries, he is spearheading a movement to reimagine the way we approach work in the era of advanced technologies.

Kabashi's philosophy, "Work is for Bots, Life is for Humans," emphasizes the importance of using technology as a tool to enhance human potential, not replace it.

Kabashi is the visionary behind the "Blank Collar" era of work, which celebrates collaboration between humans and intelligent technologies. According to the Blank Collar philosophy, people should focus on strategic and creative tasks, while leaving the mundane duties to machines. This concept is brought to life through Kabashi's co-founding of Numarics, a Swiss fintech company that fully embraces the Blank Collar approach.

SONALI

Hi Kristian! Your innovative approach to work and technology is truly inspiring. Please share more about your background and how you've developed such a powerful perspective.

KRISTIAN

First of all, I come from a diverse background, because I have Albanian heritage, I come from a working class family that moved to Germany early on, where I was born and raised. This means that I grew up with two different cultures. The Albanian culture is very conservative and Germany is very structured but liberal. Everyday life was very diversified. I'm the typical misfit, I had problems with my teachers, school was very boring for me, it actually felt like torture. This experience followed me all the way to university. Nevertheless, I was a fanatic about science fiction from an early age. For me, science fiction was something that manifested my imagination. Mostly when people were watching Knight Rider or Star Trek, and my mother would come into my room and say, "Why are you wasting your time with this fantasy?". A few years later, we have self-driving cars and we call our car with a smartwatch like in Knight Rider - and we have Star Trek-like iPads and smartphones. The imagination of humankind led us to it.

After university, I started my entrepreneurial journey, which at the time was chaotic, with many stops at many agencies, corporations and startups, but looking back, it basically created the foundation for the philosophy and concepts of the blank collar. The blank collar was for me the answer to a two-decade long journey of asking myself "Who am I and what am I?"

SONALI

How did you arrive at the philosophy encapsulated in the quote, "Work is for Bots, Life is for Humans"?



KRISTIAN KABASHI / CO-FOUNDER, NUMARICS



You have to take knowledge from different fields, put it together, and that is how you create innovation.

SCIENCE

BUSINESS

CREATIVE



Most employees don't know the stress which an entrepreneur has to endure, but the ones who are successful are the ones who don't let their stress affect the teams.

The more technology progressed, the more powerful I became. The reason is that I was never a specialist. I was always a generalist. But in a world where technology was not where it is today, specialists had an advantage over any generalist because they could keep their knowledge to themselves. And it was inaccessible to a generalist who would have been able to innovate. Only if they hired these very expensive specialists. That's why innovation was very expensive in the past and is so cheap today, because innovation is nothing but a recombination principle. You have to take knowledge from different fields, put it together, and that is how you create innovation. I started to embrace the generalist approach, and I thrive in this dynamic environment where work is automated, specialist knowledge is available through advanced technology and all that is needed from us is our unique human creativity, ingenuity, and judgment.

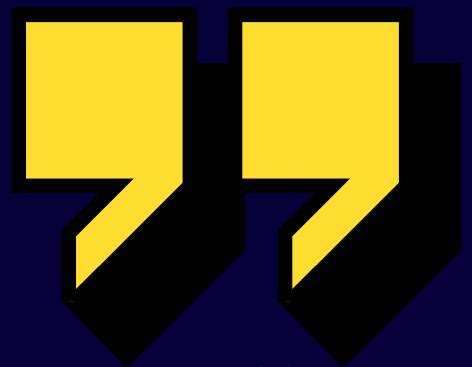
What guiding principles or strategies do you implement to foster a culture of high performance and consistently deliver outstanding results with the teams under your leadership?

First and foremost, I would start here with the blank collar equation. And the blank collar equation always starts with a vision and a mission. Everything starts with those two pieces. If you don't have a North Star, how do you know where to sail? And so you really have to spend a lot of time defining the vision. The vision not only helps you understand where you need to go, it also attracts the right people to be part of the journey. The problem is, if you don't have a very well defined vision and mission, you end up with people who are hit and miss. Once you have really aligned people behind the vision, you don't really need to manage. People manage themselves.

Because everyone knows what the vision is, they know how to get there, but you give them the freedom to understand how to get there. The only thing you do is keep them in the right lane instead of building the roads for them.

If you don't have a North Star,

**HOW
DO YOU
KNOW
WHERE
TO
SAIL?**



KRISTIAN KABASHI / CO-FOUNDER, NUMARICS

SONALI

How do you stay consistently enthusiastic and driven about the field of fintech?

KRISTIAN

For me, coming from a creative background, finance was one of the most boring industries. But I also understand that this industry is the engine of the entire economy. So if we can make fintech creative, that's the field I want to play in. And that's why there's so much work to do there, and there's so much opportunity to take something that's very old and very rigid and transform it into something that's very new and agile. So it never gets boring. But there's always something to invent, something to make better, something to make cooler and more accessible. My work is about helping to democratize success.

**WORK IS FOR BOTS, LIFE
IS FOR HUMANS.**

Kristian Kabashi

SONALI

Do you believe that visionary thinking is a universal trait? As someone who embraces forward-thinking, how do you handle challenges when your innovative ideas or vision may face obstacles in terms of understanding from others?

KRISTIAN

The thing is, if you don't get backlash from other people, you're not a visionary. Being a visionary in itself means that you are going to bang your head against walls. And not just one, but many.

The challenge of a blank collar is that you are always going to be in a position where you are going to go against the norm. Because the blank collar is the evolution of what has been established. And that's why being a visionary is not something you can learn, but you can train. And what is also very important is that you really have to believe in your ideas. Because otherwise it's very easy to dismantle good ideas with given facts. Let me give you an example. When we started Numarics and I talked to accountants, the first thing they all said was, "That's never going to happen. Accounting is a business of trust, and no one is ever going to trust technology to do our work. And I didn't hear that once, I heard that hundreds of times. And here we are with Numarics, disrupting the very industry that everyone was saying without a doubt couldn't be done. We have been able to do this in a country that sets the standard for financial conservatism in a global economy, Switzerland.

SONALI

What is your perspective on the attitudes and opinions of those who are still hesitant to fully embrace AI and technology?

THE THING IS

**IF YOU DON'T
GET
BACKLASH
FROM OTHER
PEOPLE**

YOU'RE NOT A VISIONARY.



KRISTIAN KABASHI

CO-FOUNDER, NUMARICS

My perspective is clear. The problem is, if they continue with their perspective, they won't have a perspective in the future because it's not about embracing it. If you embrace it, you will have a competitive advantage. But if you don't even connect to it, you're going to be left far behind or you're going to have to start digging holes or connecting pipes because that's the only way you're going to be able to put food on the table. Basically, the white collars are going to be decimated. The blue collars are going to have a second renaissance because it's very hard to get skilled blue collars.

But if you are not a blue collar and you are still a white collar, you have basically already lost the game, which is going to happen because the AI is going to eat your cake year after year, or even month after month, because that is how fast things are moving.

What do you cherish the most about the experience of being an entrepreneur and embarking on this journey?

I have had the pleasure of working in both worlds, the Enterprise and the Entrepreneur world. Both absolutely have their advantages which excel in the other.

The reason I really love being an entrepreneur is because it is your actions and your ideas that shape the vision and the outcome of your company, you need to embrace defeat and bad times, there will be plenty of them but with every time you have to overcome negative situations, it just makes you stronger as a person and this is also what your employees are going to notice. Most employees don't know the stress which an entrepreneur has to endure, but the ones who are successful are the ones who don't let their stress affect the teams.

If I succeed with my Fintech Numarics, I will have affected the lives of several thousand other entrepreneurs and created a foundation for their success; this is a very fulfilling thought that is actually quite close to becoming reality.

Also, I had to fail many times before as an entrepreneur to be where I am now. It's the "the 10 year overnight success".

OVER
SUC

— IT'S THE 10 YEAR —

NIGHT
CESS

Kristian Kabashi

CO-FOUNDER, NUMARICS

The wise man reads both books and life itself.

LIN YUTANG

ECLECTIC BRAINS

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In Conversation with
DARA BUSCH

Co-CEO
5WPR

Interviewer : Nidhi Mehta





Dara Busch, Co-CEO of 5WPR and a leader of its global consumer practice with more than 200+ employees and serving clients from over 25 countries, is based in New York. Dara, in an exclusive interview with ECLECTIC BRAINS, talks about leadership, brands, and influencers with statistics and her unique insights and experiences about the same.

→ What excites you about being a CEO?

Being a CEO is exciting because no one day is like another. I'm always being presented with new challenges and opportunities, and it's incredible to oversee the entire business, how all the moving parts and teams interact with each other and know that the decisions I'm guiding and making will help to build us up and reach the next level of business.

DARA BUSCH

→ How do you measure the success of an influencer marketing campaign? What are brands looking for in influencers while collaborating—is it more focused on advertising or sales, or a balance of both?

It's important to discuss with a brand beforehand what their definition of success is and what they're expecting from the influencer campaign. Definitions of success can be different depending on the type or size of the campaign. If you want to raise brand awareness, you might be more concerned about how many views an influencer can bring in. If you're looking to generate sales, views don't matter as much if the audience is not inspired to make a purchase. There are a lot of factors that play a role in measuring the success of an influencer marketing campaign. However, we believe striving for a balance of both sales and awareness is a solid strategy if you're new to influencer marketing.

WE BELIEVE STRIVING
FOR A BALANCE OF
BOTH SALES AND
AWARENESS IS A SOLID
STRATEGY IF YOU'RE
NEW TO INFLUENCER
MARKETING.

→ While the digital landscape is rapidly changing with trends and technology, tell us about a strategy that helps give you the competitive edge to stay ahead of the curve.

→ How difficult is it to run a PR agency compared to other industries/why do you think so?

5W has a long history of being one of the first agencies to utilize new and developing markets and technologies, helping us maintain an advantage thanks to our readiness to learn about and adopt new technologies. We've been known to take a chance by foraying into uncharted industries and taking chances on new and emerging platforms. We find ourselves often leading the way rather than having to catch up.

Running a PR agency can be difficult because you often must be a master across more than one industry. The Consumer Practice alone serves clients from a variety of sectors, including parenting, child and baby, beauty, entertainment, food and beverage, health and wellness, home and houseware, and travel and hospitality, not to mention our Corporate and Technology Practices. Each of these industries requires the team to possess a deep understanding of the intricacies needed to succeed. Our employees work across multiple accounts, and the skill of balancing multiple campaigns for clients with different missions and goals takes a certain level of expertise and experience that lends itself to a PR agency.



ECLECTIC BRAINS



Brands shouldn't ignore the power of influencers, and influencers should know their worth in modern marketing.



Dara Busch, Co-CEO of 5WPR

DARA BUSCH

SOTLIGHT ECLECTIC BRAINS ISSUE 14 APRIL 2023

“

As a CEO and a mother there are a lot of individuals relying on me for different reasons and I always want to make sure I'm giving them everything I can. It matters to me that each person I interact with throughout the day has my attention and can see that I'm giving them my all in whatever they're asking of me at that moment.

CO-CEO 5WPR

→ Some advice for all the influencers and brands which you can see as a CEO, but they cannot, since they have their own respective vision for a deal?

5W consistently works with influencers on behalf of our brands, and from our experience, influencer marketing works. Our 2023 Consumer Culture Report revealed both paid ads on social media that appear within feeds and an influencer's post on Instagram or TikTok, are both influential factors when it comes to splurging, especially amongst the youngest set of shoppers. Brands shouldn't ignore the power of influencers, and influencers should know their worth in modern marketing.

→ At the end of the day, what really matters for you in terms of professional and personal life?

As a CEO and a mother there are a lot of individuals relying on me for different reasons and I always want to make sure I'm giving them everything I can. It matters to me that each person I interact with throughout the day has my attention and can see that I'm giving them my all in whatever they're asking of me at that moment. I care so much about the people in my life, as an agency we pride ourselves on the employees we attract because they care about the work and each other. That is what's important at the end of the day.



Blessed is he who has found his work; let him ask no other blessedness.

THOMAS CARLYLE, 1843

DARA BUSCH

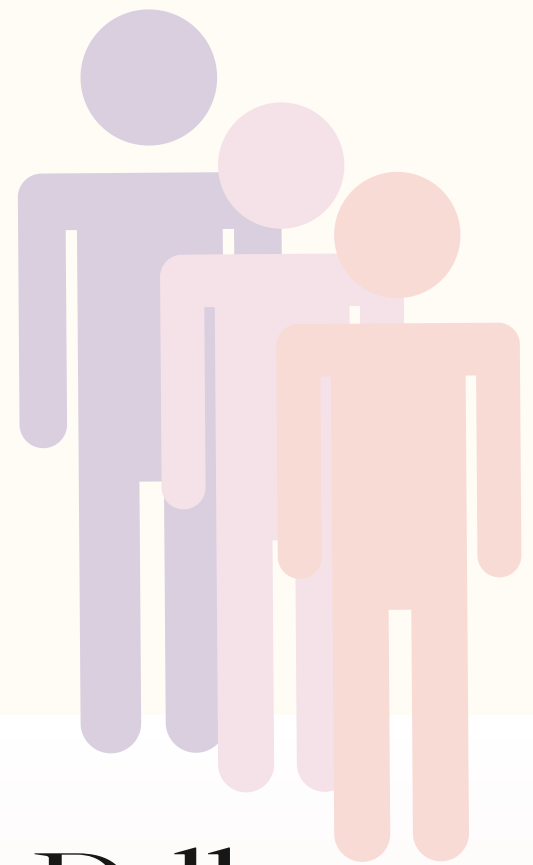
INFLUENCER MARKETING BASICS



"Aside from simply sharing valuable information with their audiences, they become content creators that are constantly communicating with their followers, successfully building a community in this way."

*Dara Busch,
Co-CEO 5WPR*

Last year, the influencer marketing industry was worth nearly \$14 billion, and about 60% of all companies had a specific budget dedicated to content marketing. Additionally, nearly 80% of companies had the intention to allocate specific funds for influencer marketing campaigns, which means this type of marketing effort is incredibly important for companies to reach their target audiences and develop more trusting and loyal relationships with them.



STATISTICS

○ **\$14 Billion**

Influencer marketing industry worth

○ **60%**

Companies had a specific budget dedicated to content marketing

○ **80%**

Companies had the intention to allocate specific funds for influencer marketing campaigns

According to research, about 5% of Internet users have control over 80% of overall page impressions, simply because these people have made a unique brand for themselves.

They've managed to evolve in a way to turn their pseudonym or actual name into a brand by positioning themselves, and their content as experts. Aside from simply sharing valuable information with their audiences, they become content creators that are constantly communicating with their followers, successfully building a community in this way. These are people that truly care about their target audiences and fully understand whom they're communicating with daily. For these influencers, and the companies that are interested in collaborating with them on promotional efforts, the quality of the followers that the influencers have is a lot more important than the quantity, because the audience,

the influencers, are curators of high-quality content. This is one of the ways that they are been able to successfully develop and maintain a trusting relationship with the followers, interact with them and engage them in conversations.





Influence

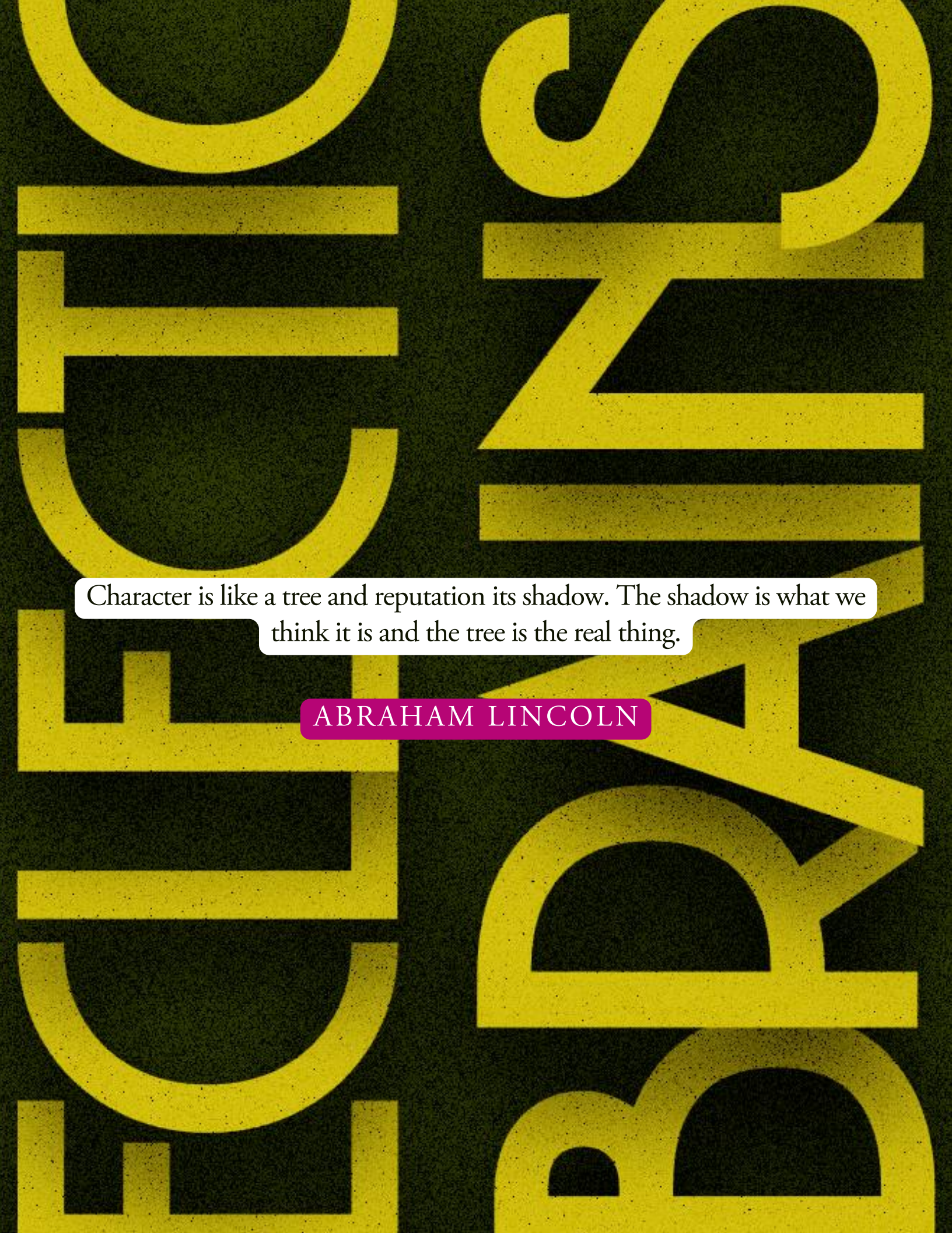
Social media influencers, as well as content creators, are individuals and not companies or machines which allows them to identify with other people and establish long-term relationships with their followers. However, these influencers still need to have a somewhat specific area of expertise, while still being adaptable and flexible enough to talk about several different topics to be able to find more common ground with other brands, and even influencers, too. Because of that, influencers have their own opinions which can easily sway and influence the opinions of their followers, and the overall audience that they have, and encourage those people to share their own opinions on social media platforms. That means if a company is looking for more strategic and relevant information on a specific topic, a great resource for this type of information is directly created by influencers, as well as their followers. Not only that, but the followers of influencers really respect the opinions that they have, which means if a company is able to get a social media influencer, or a content creator, interested in, and even happy with talking about a company and recommending its solutions, the company increases its odds at getting the followers of that influencers to try out the company's product as well.

Dara Busch

Co-CEO of 5WPR

DARA BUSCH, CO-CEO 5WPR SPOTLIGHT





Character is like a tree and reputation its shadow. The shadow is what we think it is and the tree is the real thing.

ABRAHAM LINCOLN

SOFIJA ILIEVSKA

RESEARCH : WOMEN MAKE BETTER DECISIONS THAN MEN?



The latest research at National Statistics in Great Britain has shown that women make better decisions than men. Are you tired of constantly hearing that men make better decisions than women? Well, a recent study proved otherwise.

That's right, you read that right - women make better decisions than men. In doing so, the researchers considered several aspects, from the choice of career to the option of a partner, and even something as simple as, for example, the choice of toothpaste. And in any case, women have been shown to have better decision-making skills.

Women appear more inquisitive and often rely on teamwork, collaboration, and reaching an agreement to make intelligent choices. According to one of the researchers, Dr. Sarah Williams, it all comes down to being analytical and careful. Women tend to consider all options before making a choice, while men are impulsive and often make quick decisions without thinking. In other words, analytical skills, thoughtfulness, and intuition proved more effective than men's impulsiveness. The results of this research show that it is time to put an end to the assumption that only men are natural leaders and real decision-makers and to start appreciating women's contribution to society.

“

The study, which included over 10,000 participants and was conducted by academics from prominent universities worldwide, discovered that women outperformed males in every decision-making scenario studied.

”

Perhaps making the right decisions at the right time and the outcome of them is what makes women statistically happier than men

That is why the Office for National Statistics in Great Britain conducted a survey in order to get an answer to the question of who is happier - men or women.

The results of the survey showed that women are generally more satisfied and happier than men, but they are also more prone to nervousness and greater outbursts of emotion.

The survey contained the following questions that were asked to both sexes:
How satisfied are you with your life these days?

How happy were you yesterday?

How nervous were you yesterday?

Respondents answered with scores from 0 to 10, from which the full score was then extracted. What was learned from the questions is that women were usually happier the day before, but also more nervous than men. What we can conclude from this research is that women are more able to enjoy everyday little things, even though they can get them out of tact. Men are more practical and feel happiness mostly for bigger things.



The only thing worse than being talked about is not being talked about.

OSCAR WILDE

RITTIKA DHAR

CHILDHOOD MEMORIES OF FOOD: A JOURNEY THROUGH THE FIVE SENSES





YOU CAN'T JUST EAT
GOOD FOOD. YOU'VE GOT
TO TALK ABOUT IT TOO.
AND YOU'VE GOT TO
TALK ABOUT IT TO
SOMEBODY WHO
UNDERSTANDS THAT
KIND OF FOOD.

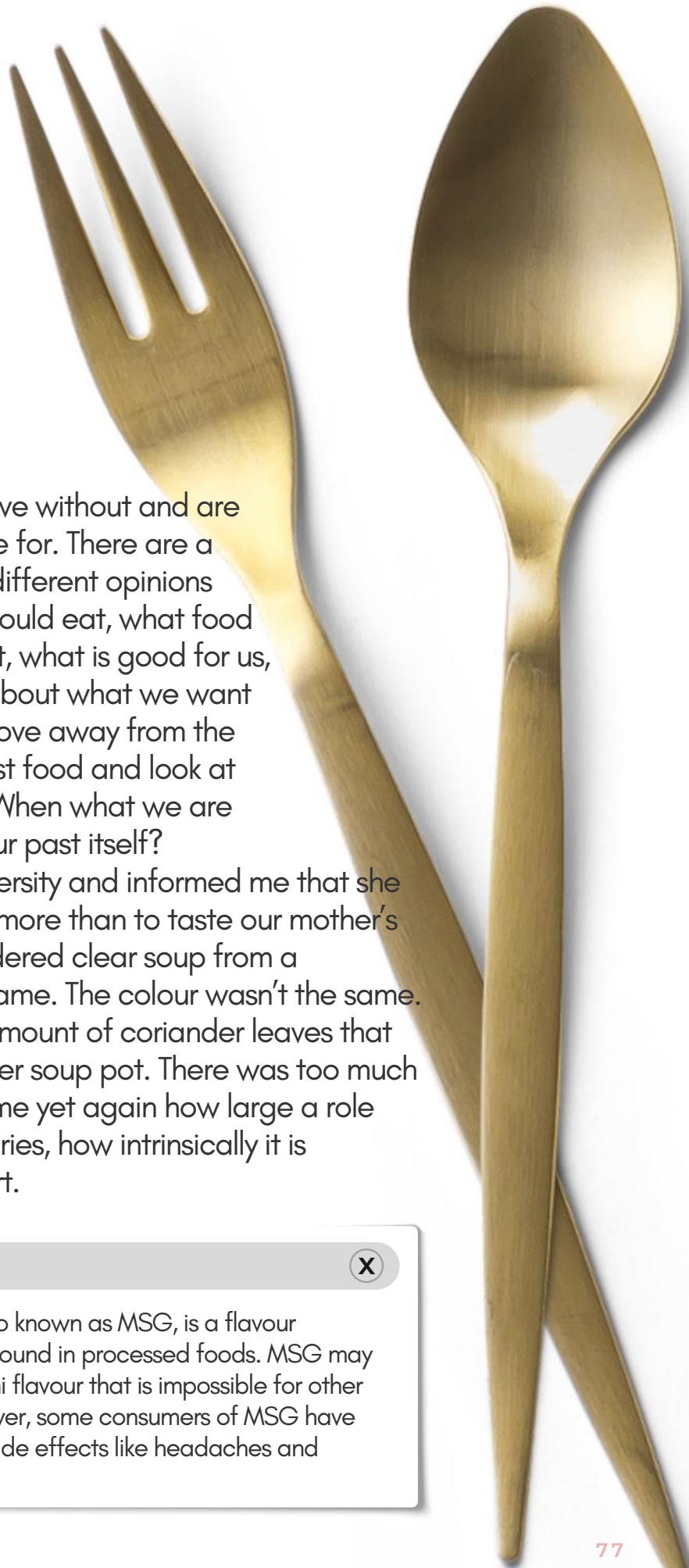
KURT VONNEGUT

Food is that thing that we cannot live without and are so often told that we should not live for. There are a thousand and possibly even more different opinions about food. How much food we should eat, what food we should eat, when we should eat, what is good for us, what is not good for us. But what about what we want to eat? What happens when we move away from the debate about healthy food and fast food and look at food as a storehouse of memory? When what we are craving is not junk but a piece of our past itself?

Recently, my sister called from university and informed me that she was sick. And she wanted nothing more than to taste our mother's lemon coriander soup. She had ordered clear soup from a restaurant and it just was not the same. The colour wasn't the same. There just wasn't the spectacular amount of coriander leaves that my mother managed to stuff into her soup pot. There was too much MSG. The conversation reminded me yet again how large a role food plays in your childhood memories, how intrinsically it is associated with the idea of comfort.

X

MSG Monosodium glutamate, also known as MSG, is a flavour enhancer that is frequently found in processed foods. MSG may give dishes a savoury, umami flavour that is impossible for other ingredients to match. However, some consumers of MSG have complained of unpleasant side effects like headaches and nausea.





Italy

When I was twelve, my family visited Italy. We had never been more excited. Apart from all the amazing things Italy offered, we dreamed of living on pizza for the next two weeks. And truly, that first bite of margherita pizza was heavenly. But ten days later, we were tired. We didn't want any more pizza. We wanted rice. And not the risotto—which, while admittedly delicious, was just too heavy and rich—we wanted plain, simple steamed rice. We wanted to be greeted with the fragrances that were familiar to us—of turmeric and mustard and fresh green chilies. We even missed the dramatic hiss of the spices hitting hot oil that is such a standard in Indian households. It wasn't that Italian food wasn't wonderful. It was just that we missed our food.

I remember making my mother cook and pack boxes upon boxes of home cooked food so I could take it with me to university. Given the diversity of cuisine, the eastern part of the country (where I grew up) had vastly different dishes than New Delhi, where I went to study. I remember craving the greens that were local to our region and climate. I remember calling my mother to complain about the overuse of potatoes and legumes instead of green leafy vegetables. I remember my frustration with North Indian cuisine and its same five spices in every dish.

I remember seeking out little hole-in-the-wall restaurants for Bengali food, for the pungency of mustard paste and the subtle flavouring of panch phoron and the light sweetness of Bengali milk-based sweets. As a child, I had been a picky eater, craving burgers and pizza and noodles to the daily household fare of rice and vegetables. And yet, there I was, paying money to eat the food I had been missing. It was not even just the taste. It was the sight of a luchi, which is as different from a puri as it is similar. It was the feel of the spongy rasgullas between my fingers as I picked them up.



NEW DELHI

Food is so much more than simple nourishment. One sight, one scent of a particular dish can transport you to a time in the past. A whiff of ginger in your tea can send you straight to the roadside stalls found along the highways of the Himalayas and the pitter-patter of raindrops outside. The virulent green of an unripe mango can immediately bring back the nostalgia of the green mango sharbats that every Bengali household has on hand during the

steaming hot summers. Even the call of a roadside hawker can bring to mind the many vendors that roamed the train corridors, selling lemon tea and coffee, when I was a child.

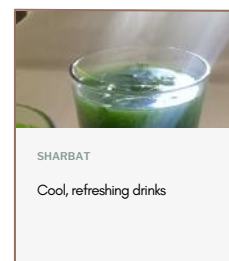
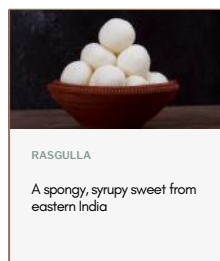
Your younger days and the things you grew up eating play such a big role in informing a person's likes and dislikes. Many of the big cities in India—whether Delhi or Mumbai or Kolkata—all pat themselves on the back for having the best food. Involved in a heated debate over golgappa versus puchka with some family friends, my sister and I gasped in horror at a Bengali judging the former better. Betrayal of the highest order! And yet, she had grown up in Mumbai. It was what she had grown up eating.



PANI PURI & PHUCHKA

Common Indian street food with many variations

It was what was familiar to her. None of this is to say that one cannot enjoy foods from other places. The cities are filled with an increasing number of restaurants serving cuisines from all over the world, from Korean to Lebanese to Mexican. The number of cafes is forever on the rise and the preferred hangout spot for the youth. Momos, more than any other street food, have taken over every part of the country.





However, at our lowest points or in moments of distress or loneliness, we may often find ourselves turning back to the food of our childhood. It helps ease our minds.

It brings back those fond memories and helps us form a connection with the new places we are eating our familiar foods in. I suppose that is the reason they are called comfort food. And the sensory aspect of food goes far beyond taste, encompassing every one of the five senses. The familiarity and comfort arises from the fragrance and sight and feel of the dish no less than it does the taste.



As long as you live, keep learning how to live.

SENECA

SONALI PAWAR

THE LIBERATING POWER OF FORGIVENESS ON EASTER



As Easter approaches, we are filled with awe at how Jesus' resurrection illuminated the depths of God's acceptance of the payment Jesus made for humanity's sins. It serves as a timeless reminder that forgiveness lies at the heart of Christianity, transcending religious boundaries. Just as Jesus' resurrection brought new life and redemption, we are called to be vessels of forgiveness in a world that desperately needs it.

Easter is a poignant reminder that no matter how far we may have strayed or how deep our regrets are, the resurrection of Christ shines as a beacon of hope, illuminating a pathway to redemption. It reminds us that our mistakes do not define us, but rather, God's boundless grace and unwavering mercy can restore us to a state of glorious newness in life. Easter invites us to release the weight of guilt and shame and embrace the liberating power of forgiveness, allowing us to rise again with renewed purpose and joy.

With faith as our guide and God's forgiveness as our anchor, we are no longer held captive by our past mistakes. Instead, we are liberated to walk boldly into the future, with renewed clarity of purpose and a heart filled with hope. It is a transformative experience that shapes us into the best version of ourselves, allowing us to live a life of meaning, significance, and joy. Forgiveness is a graceful journey that requires courage and vulnerability. It may not unfold hastily, and it may not always be effortless, but it is a transcendent process that holds the potential for profound healing and liberation.



Sin is not just a rule-breaking escapade; it's a disruption that tears at the fabric of our relationships with our true selves, our family, friends, community, and the world, ultimately affecting our connection with God. With forgiveness, we get the strength to come through the darkness sin brings in life. Forgiveness goes beyond simply wiping the slate clean and absolving our offenses; it goes much deeper.

Forgiveness is a powerful elixir that mends the tears and fills the gaps with kindness and reconciliation. Imagine a world where forgiveness reigns supreme, where offenses are not held against us, but rather, we are given the opportunity to learn, grow, and make amends. It's a world where relationships are nurtured, and the healing power of forgiveness flows freely, mending hearts and repairing brokenness.

So, during this season of Easter, let us embrace the gift of forgiveness with reverence and gratitude. Let us allow its transformative power to heal, restore, and transform our lives, and may it lead us to a world where compassion, understanding, and forgiveness abound, bringing us closer to the true essence of Easter.

Easter

ECLECTIC BRAINS



FORGIVE

WITH FAITH AS OUR GUIDE AND
GOD'S FORGIVENESS AS OUR
ANCHOR, WE ARE NO LONGER
HELD CAPTIVE BY OUR PAST
MISTAKES.

SONALI PAWAR






Train your hand with skill, mind with wisdom, and heart with love.

ANONYMOUS

SHWETA MISHRIKOTKAR

TRAVEL ABROAD WITHOUT BREAKING THE BANK





Wanderlust on your mind and breaking the bank (or robbing one) is not an option? Don't worry, you won't have to. Use these smart hacks to enjoy your foreign trip knowing you got the best deals in everything.

GO FOR A FOREX / TRAVEL CARD

Nope, that's not a credit card and yes, carrying paper currency in any form is passé. So, say goodbye to those wads of cash and who uses a traveler's cheques anymore, anyway! Enter Forex / Travel Cards. What's a Forex / Travel card, you ask? It is a prepaid card issued by major card issuers including your friendly neighborhood banks loaded with your required amount in the currency of your choice. It can be safely and securely used to carry out online / offline transactions anywhere in the world.

Way cheaper than regular credit cards, Forex / Travel cards offer competitive currency conversion fees and lower markup rates. Markup fees vary from issuer to issuer while some may offer zero markup, too. You can even withdraw cash with Forex Cards anywhere in the world at no extra cost.

It isn't just the lower costs. Forex Cards are a great way to manage your budget and keep track of your expenses.

It's easy to lose sight of both when you're carrying a lot of extra cash or a credit card with a sizeable limit. With a Forex Card, you can take it slow and in small doses. Load and reload it with only as much as you need and when you need it. Reloads are a few clicks away just like regular net banking transactions. Still have some residual balance left over when you return, no stress. Just follow your issuer's process to apply for a refund of the excess balance. It isn't a good deal, it's a great deal!



PICK THE OFF-PEAK SEASON


Believe it or not, the best holiday destinations beg for business during off-peak seasons. From flights to hotels to local activities - everything goes at discounted prices. Now, that doesn't mean you should go to the Maldives in monsoons, but a trip in early April slightly later than the tourist season is worth a shot and a whole lot of saving.

Yet again, it isn't just the savings. You might get lucky with a free upgrade and far better hospitality in lesser filled hotels, be able to breathe in the sea breeze on a less crowded beach, and not have to jostle with hundreds of revelers for a scenic selfie. With tapering demand as the tourist season begins to wear off, you can actually strike better deals from local vendors, car rentals, and beach activity organizers. Now who doesn't love a good bargain?

Love doing touristy things? A selfie with the Eiffel Tower, a ferry ride to the Statue of Liberty or a snail-paced ride on the London Eye.. all of it has to be on the list, especially on your first visit. You know what else needs to be on that list - a City Travel Pass. When travelling to big cities, look for City Passes that offer a convenient way to plan a complete itinerary. London, Paris, New York, Hongkong, Madrid, Cape Town, Kuala Lumpur, Amsterdam - every major city in the world offers this delightfully convenient option to see the best of it without emptying your wallet.



DON'T PASS ON THE CITY PASS



Here's how it works - City Passes offer a consolidated package of entry tickets to popular tourist attractions at a fraction of what it would cost to visit them individually. Some of them also include tickets to a few out-of-the-box activities along with great discounts at cafes and restaurants. Most passes come with a validity option depending on the number of days you have in the city - 3, 5, 7, or 10 while some offer premium add-ons such as fast-track lane entry. You can buy them online well in advance while planning your trip and have a day-to-day itinerary ready to go as soon as you land. Typical city passes will save you anything between 25-30% on entry fees to major attractions. Like everything else, it isn't just the discounts that help you save.

When you have a ready itinerary to follow, you save with early-bird prices, avoid last-minute changes, and stay within your budget. It's also a very efficient way to cover everything you want to see without wasting time on research.

So next time you're travelling to a major tourist destination, look for a city pass. Super-popular places like New York and London have multiple companies offering such products. Make sure you use a legitimate supplier certified by or affiliated to the official tourist authority, compare their offerings, and choose the offer that matches best with your interests. Don't forget to look for the premium or combo options that may even have public transport benefits bundled in. More on that in the next section!

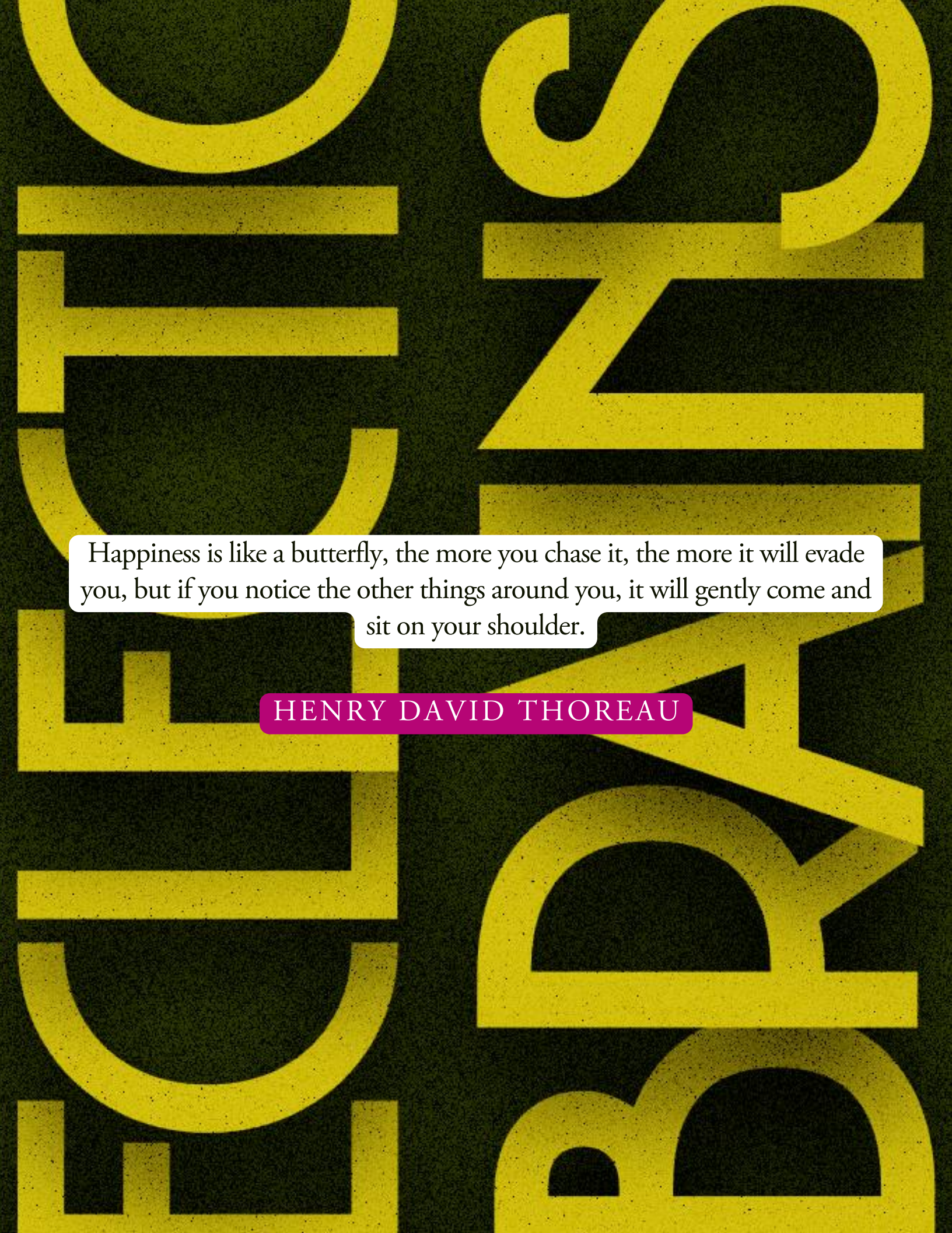
GO PUBLIC

One of the most inspiring things about everyday life in the more developed parts of the world is the commute, or the ease of it. Public transport in most tourist cities is well-developed and widely connected. They're punctual, efficient, and can save you loads of moolah. Taxi fares – whether local cabs or Uber – in most parts of the world are prohibitive and can really eat into your ground transport budget. Using public transport has other benefits, too. You can easily access a detailed map of the local train network either at the station or online. Even better, Google Maps will chalk out the entire journey for you with connections, track codes, station names – the whole deal. This way you get to travel knowing your way around almost like a local.

There are smart ways to find great deals on public transport, too. City passes can be upgraded with public transport passes and the transport department itself might offer multi-trip concession passes. Savings aside, public transport is a secure, more predictable, and in most cases the fastest way to get around a place while you're trying to cover the length and breadth of it.

Well, now you know.. how to travel abroad without breaking the bank. What are you waiting for? Get packing!





Happiness is like a butterfly, the more you chase it, the more it will evade you, but if you notice the other things around you, it will gently come and sit on your shoulder.

HENRY DAVID THOREAU

THINK



THE
CONQUEROR

POEM BY
EMERSON

QUOTES

FUN FACTS

GAMES

LITTLE THINGS

NEVER
DISTURBED

YOGA &
IT'S AIM

SKINCARE
BACKED BY
SCIENCE

THINK INCLUDES BRIEF QUOTES, POEMS, GAMES, FUN FACTS & WELLNESS

THE CONQUEROR

EST. 1907

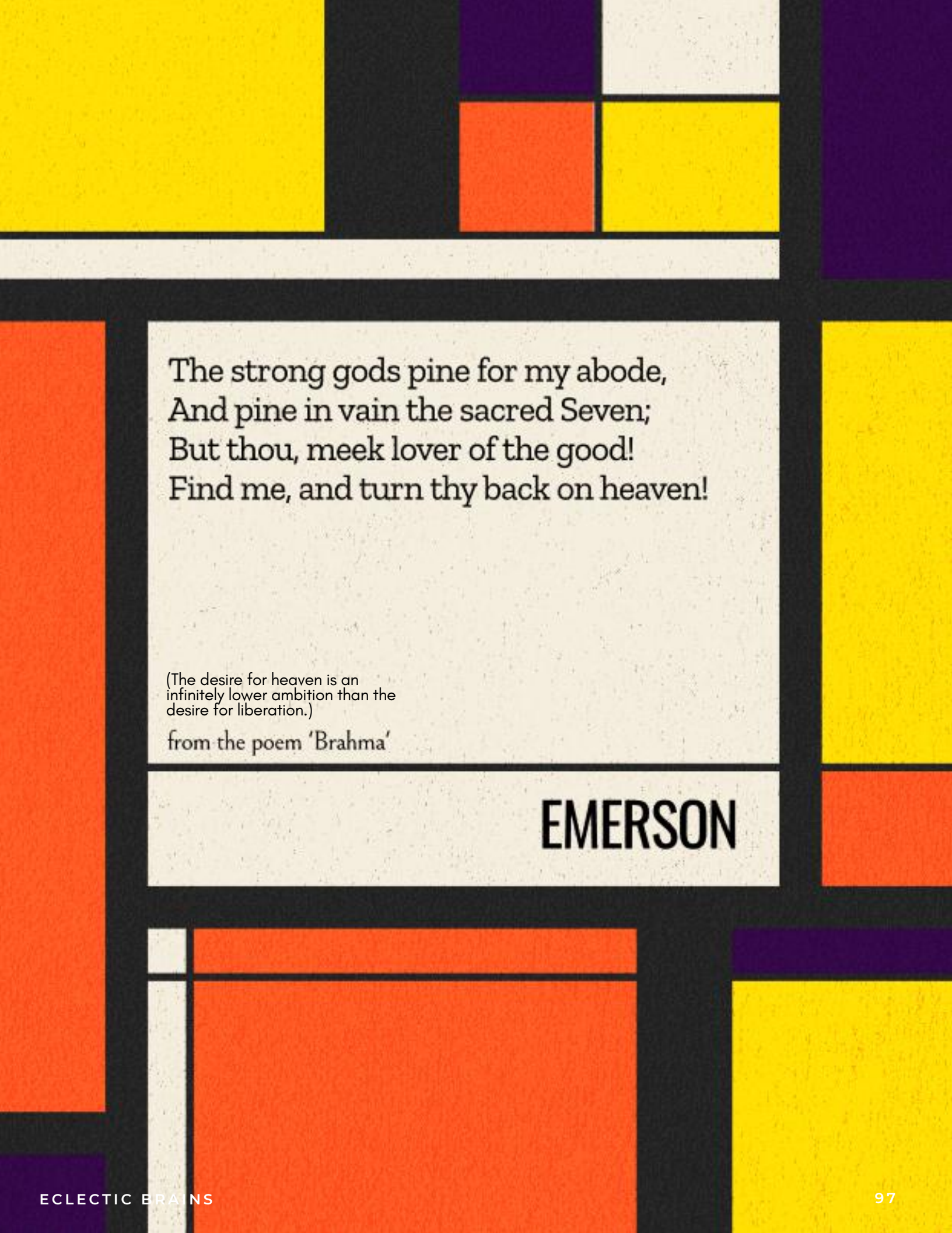
EMIL CARL BURINA
New York Public Library

It's easy to laugh when the skies are blue
And the sun is shining bright;
Yes, easy to laugh when your friends are true
And there's happiness in sight;
But when hope has fled and the skies are gray,
And the friends of the past have turned away,
Ah, then, indeed, it's a hero feat
To conjure a smile in the face of defeat.

It's easy to laugh when the storm is o'er
And your ship is safe in the port;
Yes, easy to laugh when you're on the shore
Secure from the tempest's sport
But when the wild waves wash o'er the storm-swept deck
And your gallant ship is battered wreck
Ah, that is the time when it's well worth while
To look in the face of defeat with a smile.

It's easy to laugh when the battle's fought
And you know that the victory's won;
Yes, easy to laugh when the prize you sought
Is yours when the race is run;
But here's to the man who can laugh when the blast
Of adversity blows; he will conquer at last,
For the hardest man in the world to beat
Is the man who can laugh in the face of defeat.

Publisher : Philadelphia, Pearson brothers



The strong gods pine for my abode,
And pine in vain the sacred Seven;
But thou, meek lover of the good!
Find me, and turn thy back on heaven!

(The desire for heaven is an infinitely lower ambition than the desire for liberation.)

from the poem 'Brahma'

EMERSON

FROM BHAGAVAD-GITA



NEVER DISTURBED

Water flows continually into the ocean
But the ocean is never disturbed:
Desire flows into the mind of the seer
But he is never disturbed.
The seer knows peace...
He knows peace who has forgotten desire.
He lives without craving:
Free from ego, free from pride.

Get Your Word On!

WORD SEARCH

A	U	X	Z	B	F	O	E	K	K	H	R	E	Z	K
M	D	G	O	R	F	P	F	N	R	A	S	T	U	R
R	A	N	K	K	E	V	F	T	E	L	I	O	N	O
H	O	E	A	N	F	T	A	B	I	M	W	Y	L	T
W	G	T	G	P	O	T	R	S	C	G	E	U	T	S
J	M	U	A	A	C	A	I	A	Y	K	E	R	Y	A
O	I	A	D	G	L	Y	G	W	N	E	D	R	Q	H
N	S	T	D	O	I	E	S	O	R	L	R	J	C	Y
F	Q	Q	P	M	W	L	M	R	Q	E	L	H	B	Y
J	V	P	A	Z	L	H	L	W	Y	P	O	C	K	W
C	M	T	D	W	L	H	R	A	F	H	M	T	I	Y
E	F	Q	V	Y	J	T	A	O	G	A	S	Q	H	S
O	J	B	M	T	F	B	S	M	Z	N	A	E	U	Z
K	L	Q	Z	H	P	P	J	M	L	T	Y	C	S	T
Z	L	T	V	E	M	Q	P	V	Z	I	R	Y	U	M

Answers

WORD SCRAMBLE

DTIEVNE

Answer

CRACITEP

Answer

ITNDNE

Answer

MUEINT

Answer

DCCARO

Answer

ESNDIOCR

Answer

OCMIMT

Answer

TDOUNCC

Answer

OYLPIC

Answer

Answers

An abstract painting with vibrant colors including red, orange, yellow, green, and blue. The brushstrokes are thick and expressive, creating a textured, layered effect. The composition is divided into various sections of color, with some areas appearing more saturated than others.

How can I improve myself?



Unlock your true potential with

ECLECTIC BRAINS

Magazine

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ECLECTIC

ENLIVEN

JONATHAN BRONFMAN

CO-PRESIDENT, MARZ

"It started with my dad. He started at a little camera company in Quebec that grew to a \$3.3 billion company, Astral Media, that eventually sold to Bell. Then to North Shore Studios."



MICHAEL HELLER

PRESIDENT –

TALENT RESOURCE HOLDINGS



Talent Resources has recently facilitated collaborations with brands such as Got Milk, Dunkin' Donuts, Elta MD, Neiman Marcus, The Children's Place and their new sub-brand PJ Place, and Gymboree, featuring renowned talent such as Kevin Hart, Mandy Moore, Kris Jenner, Khloe Kardashian, and others. Heller has also worked with Lindsay Lohan, Paris Hilton, Mischa Barton, Rachel Hunter, Kylie Jenner, Kyle Kuzma, Steph Curry and many more.



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Buy Aalia's Merch

FREE FOREVER*



LAVISH | CATERERS



LAVISH |

Lavish Caterers is a catering company that provides catering services for weddings, events and ceremonies. It has been operating for 35 years and has won many awards for their services. They offer a range of services from full service to just the food. They also offer the standard food but also signature, unique options and gluten free options. Lavish Caterers has won awards from various competitions including Local Chef Competition in 2017, Best Caterer at the Virginian Business Awards in 2018, Best Catering Company, and Gold Caterer Achievement Award for Best Food Truck by Virginia Business.



Share LAVISH ECLECTICARDS Link



Download LAVISH menu

AD

ECLECTICARDS

ECLECTICARDS

is the simplest way to create bio-link websites & connect with your customers.

TRY NOW

Design your bio link website with few clicks for free.



BY TESS MANN

COUTURE BY TESS BRIDAL



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ELEGANT DESIGNS

LUXURIOUS
FABRICS

TBD COFFEE CO

LEARN MORE

SUSTAINABLY GROWN

E-COMMERCE

SERVED TO PLACES LIKE TWITTER, ABC,
AND HORIZON MEDIA

Coffee brings people together, and I'm here to amplify that sentiment within the industry.

Ashley Vasquez, Owner & Co-founder, TBD Coffee Co



AD

WORDS SEARCH

- Alligator
- Elephant
- Frog
- Giraffe
- Goat
- Lion
- Monkey
- Panda
- Penguin
- PolarBear
- Stork
- Tiger
- Toad

WORD SCRAMBLE

DTIEVNE EVIDENT <i>Answer</i>	CRACITEP PRACTICE <i>Answer</i>	ITNDNE INTEND <i>Answer</i>
MUEINT MINUTE <i>Answer</i>	DCCARO ACCORD <i>Answer</i>	ESNDIOCR CONSIDER <i>Answer</i>
OCMIMT COMMIT <i>Answer</i>	TDOUNCC CONDUCT <i>Answer</i>	OYLPIC POLICY <i>Answer</i>



DID YOU KNOW

Squirrels remove hair from their thick tails to make their nest cosy for the young.



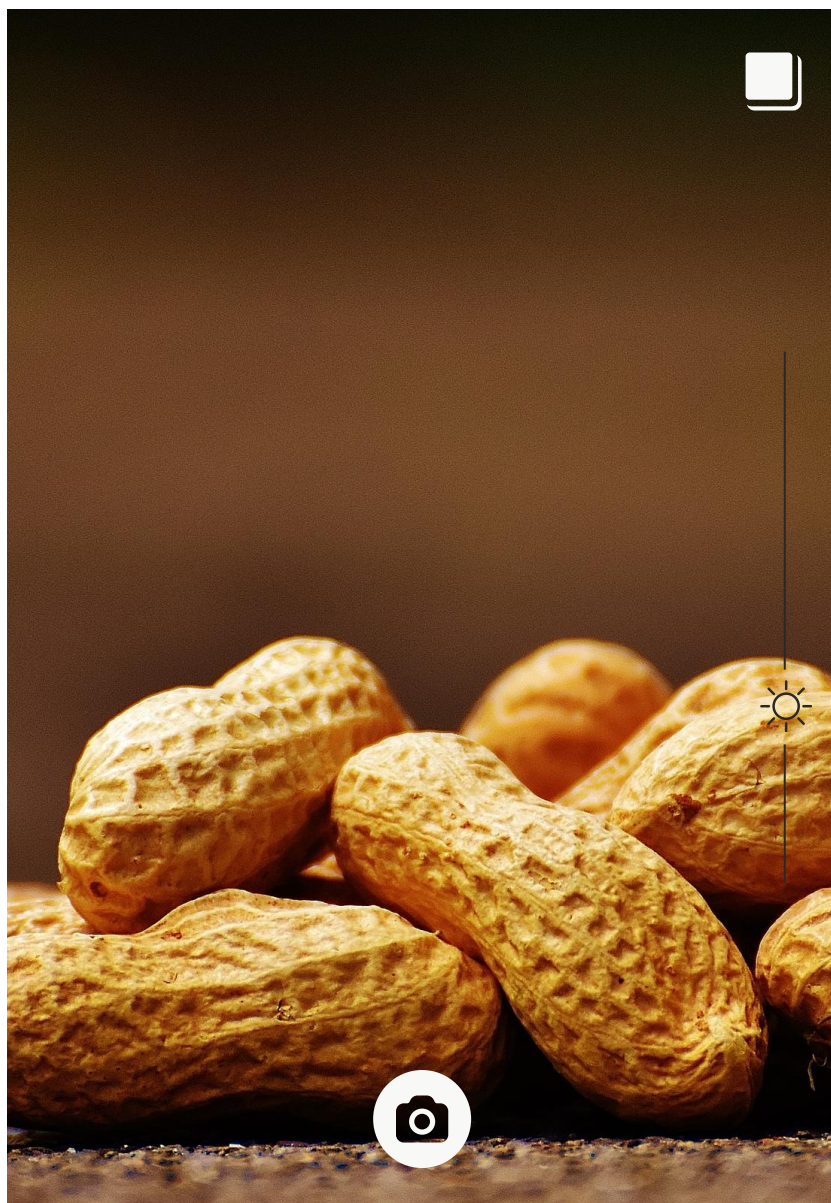
DID YOU KNOW

The finest emeralds are to be found in Columbia, where mining began more than 500 years ago. Its major deposits are located in the eastern regions of the Andes Mountains.



DID YOU KNOW

Coca-Cola was invented initially for headaches, hangover cures, pain reliever and tension.



DID YOU KNOW

Peanuts constituent includes key elements of dynamite. Yes, you read it right.

How is she so calm with no customers?

PILLS

Healthy
LIFESTYLE



POP PILLS & LIVE FAST

©ECLECTIC BRAINS

LITTLE THINGS IN LIFE



EDUCATION THAT GIVES ONE PHYSICAL COURAGE TO STAND IN FRONT OF THE CANNON AND FAILS TO GIVE HIM MORAL COURAGE TO STAND UP IN DEFENSE OF RIGHT AND JUSTICE IS A FAILURE.

Booker T. Washington

WE ARE MADE TO PERSIST. THAT'S HOW WE FIND OUT WHO WE ARE.

Tobias Wolff

MOTIVATION IS WHEN YOUR DREAMS PUT ON WORK CLOTHES.

Benjamin Franklin

ENCOURAGEMENT IS OXYGEN TO THE SOUL.

George M Adams

THERE IS A VOICE THAT DOESN'T USE WORDS. LISTEN.

Rumi

QUOTES

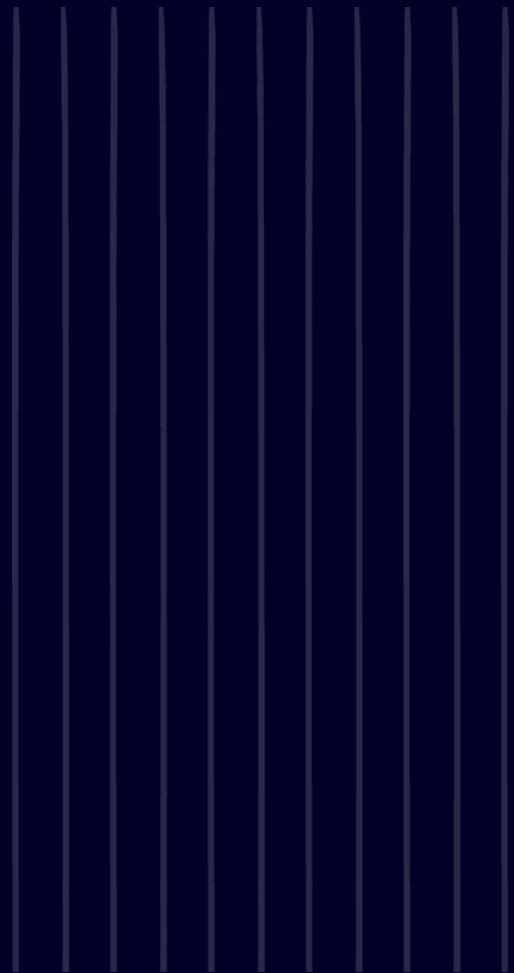


Gore Vidal

An american writer known for his wit.

Every time a friend succeeds,
I die a little.

TRYON EDWARDS



HAVE A TIME AND PLACE FOR
EVERYTHING, AND DO
EVERYTHING IN ITS TIME AND
PLACE, AND YOU WILL NOT
ONLY ACCOMPLISH MORE,
BUT HAVE FAR MORE LEISURE
THAN THOSE WHO ARE
ALWAYS HURRYING AS IF
VAINLY ATTEMPTING TO
OVERTAKE TIME THAT HAD
BEEN LOST.

SKINCARE

HONEY MASK

- 1 tablespoon of honey and add
- 5 drops of lemon juice
- Apply the mixture of honey & lemon to your face and neck. Gently massage with your fingertips in circular motion for two minutes. After massaging it, let it stay for 10 minutes.
- Wash your face and rinse with cold water.
- Optional : gently rub ice cube to your face.

NATURALLY BRIGHTEN &
FRESHEN SKIN INSTANTLY

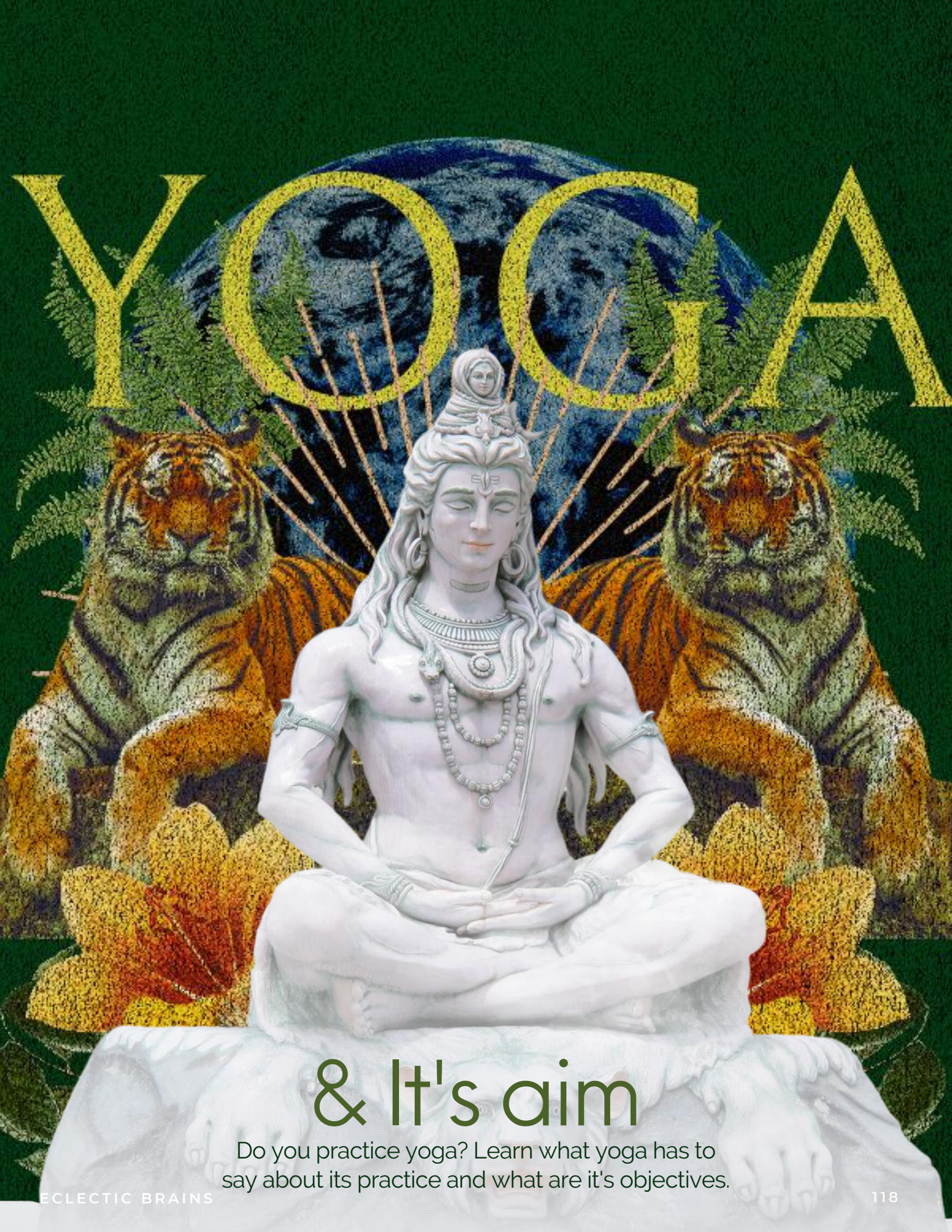
skincare

Science

HOW DOES IT WORK?



- Honey: retards wrinkles, keeps the skin juvenile, regulates pH levels, is an antioxidant, heals wounds, and reduces scars. (All of these are proven according to research journals. Source : Wiley Journals)
 - Lemon : anti-inflammatory, antimicrobial, anticancer, and anti-parasitic (researched)
 - Increases collagen, reduces pigmentation, dead skin cells, blackheads, inflammation, and acne.
 - Instantly brightens up your skin, and you will feel fresh!
-
- Try to do a patch test, if it's your first time.
 - Suitable for men and women.
 - You can do this mask thrice in a week.
 - Suitable for all skin types. (Because they have properties suitable for all skin types.)
 - Generally, with this mask, there are no side effects. While people say lemon irritates their skin, it's either because of the overdose or because they directly apply lemon to their skin. Lemons are highly acidic in nature; they need to be diluted first, either with water or any other cooling substance. For example, honey is a cooling agent, and when it comes into contact with lemon, both are balanced and synergized to work better together. The second important factor is ratio. For 1 tablespoon of honey, use 5 drops of honey.
 - This recipe is tried and tested; however, do-it yourself recipes are at your own discretion to try and use, and if you have any doubts, please seek medical guidance.



& It's aim

Do you practice yoga? Learn what yoga has to say about its practice and what are its objectives.

	TRANSLATION	AIM OF YOGA
12	<ul style="list-style-type: none">• A control by means of practice and non-attachment.	<ul style="list-style-type: none">• अभ्यासवैराग्याभ्यां तन्निरोधः
13	<ul style="list-style-type: none">• Practice is the repeated effort to adhere to the disciplines that gives permanent control of the thought waves of the mind.	<ul style="list-style-type: none">• तत्र स्थितौ यत्नोऽभ्यासः
14	<ul style="list-style-type: none">• Practice becomes firmly grounded when it has been carried out for a long time without interruption and with sincere commitment.	<ul style="list-style-type: none">• स तु दीर्घकाल नैरन्तर्यं सत्कारादरासेवितो दृढभूमिः
15	<ul style="list-style-type: none">• Non-attachment is self-mastery; it is freedom from desire for what is seen or heard.	<ul style="list-style-type: none">• दृष्टानुश्रविकविषयवितृष्णस्य वशीकारसंज्जा वैराग्यम्
16	<ul style="list-style-type: none">• The highest level of non-attachment is achieved when one stops wanting any manifestation of nature through the understanding of the atman (soul).	<ul style="list-style-type: none">• तत्परं पुरुषख्यातेः गुणवैतृष्ण्यम्
17	<ul style="list-style-type: none">• Concentration upon a single object may reach four stages: examination, discrimination, joyful peace and simple awareness of individuality.	<ul style="list-style-type: none">• वितर्कविचारानन्दास्मितारूपानुगमात्संप्रज्ञातः

	TRANSLATION	AIM OF YOGA
18	<ul style="list-style-type: none"> The second type of concentration is one where there is no object in the consciousness, just subconscious impulses that resemble burnt seeds. It is gained through continuously monitoring the thought waves through the non-attachment practise. 	<ul style="list-style-type: none"> विरामप्रत्ययाभ्यासपूर्वः संस्कारशेषोऽन्यः
19	<ul style="list-style-type: none"> The aspirant will enter the realm of the gods who have left their physical bodies or will unite with the forces of nature if that concentration is not accompanied by non-attachment. 	<ul style="list-style-type: none"> भवप्रत्ययो विदेहप्रकृतिलयानम्
20	<ul style="list-style-type: none"> The concentration of the true spiritual aspirant is attained through faith, energy, composure & stillness, absorption and enlightenment. 	<ul style="list-style-type: none"> श्रद्धावीर्यस्मृति समाधिप्रज्ञापूर्वक इतरेषाम्
21	<ul style="list-style-type: none"> Success in yoga comes quickly to those with high levels of energy. 	<ul style="list-style-type: none"> tīvra-saṁvegānām-āsannaḥ
22	<ul style="list-style-type: none"> Success varies according to the means adopted to obtain it—mild, medium, or intense. Every effort, no matter how small, counts, and the harder we work, the sooner we will succeed. 	<ul style="list-style-type: none"> मृदुमध्याधिमात्रत्वात्ततोऽपि विशेषः

Remaining to be continued in the next issue.
source : Patanjali Yoga Sutras



Tell me what you eat, and I will tell you what you are.

ANTHELME BRILLAT-SAVARIN

CATRIN LYNN

FROM ANCIENT TO MODERN TIMES: OLD HEALTH PRACTICES THAT STAND THE TEST OF TIME



From ancient Egypt to Pre-Columbian America, cultures worldwide have long practiced various rituals and remedies to promote health and wellness. Medicine has advanced significantly in the past century due to medical technology and pharmaceuticals, but many of the old health practices are still around today due to their effectiveness and cultural significance. Ancient health practices are traditional techniques for curing both physical and mental illnesses and preserving optimum health that have been used for ages by several cultures all over the world. Our forefathers, who relied on herbal treatments and preventative measures to treat and prevent ailments, established these medicinal techniques.

I am going to show you some of the ancient medical practices that are still practiced today in the article.

ACUPUNCTURE



Ancient Chinese medicines were founded on the basis of the ideas of yin and yang and the flow of energy or qi in the body. Its therapies include acupuncture, herbal medicines and massages.

Acupuncture, which originated in China over 2,000 years ago. This practice involves the insertion of thin needles into specific points on the body to stimulate the flow of energy.

Acupuncture has been proven to increase fertility and lessen the frequency and intensity of hot flashes during menopause, as well as to assist in managing chronic pain issues such as back pain, migraines, and arthritis.

If you're intrigued by acupuncture you can visit a trained professional, for example, a chiropractor, medical doctor or naturopath for a session.

MEDITATION



In order to quiet the mind and achieve a state of relaxation, this approach entails concentrating one's attention on a certain subject or action, such as breathing or repeating a mantra.

According to studies, meditation can reduce symptoms of concern and despondency, blood pressure, the immune system, and worry.

You can follow a guided meditation with many videos and tutorials available online. Alternatively, there are many books you can read or classes to attend to help practice meditation.

AYURVEDA



Ayurveda is an Indian medical system that dates back as far as 1500 BCE. Ayurveda combines medicines, meditation, lifestyle practices and yoga to bring balance and harmony to the body.

Ayurveda is said to reduce inflammation, help with weight loss and relieve stress among other benefits. You can purchase Ayurveda products in many forms, such as oils for your skin and hair, yoga oils to enhance your workouts and teas. All include wonderful health benefits.

NATURAL REMEDIES FOR MODERN AILMENTS

Another well-liked and long-used natural cure is herbal medicine. Many plants have therapeutic qualities and can be utilized as homeopathic treatments for a variety of diseases.

An example is peppermint can aid in the relief of digestive problems like bloating and nausea, while chamomile is frequently used as a natural cure for anxiety and sleeplessness. Drink peppermint or chamomile tea to enjoy their benefits. Both ginger and garlic are common household ingredients that have added benefits as well as flavor. Ginger can ease nausea, helpful to those experiencing pregnancy-related nausea, while garlic has anti-inflammatory properties.

Overall, natural treatments provide a promising substitute for conventional medicine since they take a more comprehensive approach to healing. While further study is required to completely appreciate their effectiveness, many of these traditional medical techniques have endured the test of time and are still utilized today.

TURMERIC



Did you know that the spice in your cupboard actually holds some incredible health benefits?

The popular spice that is commonly used in curries is actually full of benefits for your health!

You will need a higher dose than you might include in your food to reap the rewards, but the right amount can help with digestive issues, help ease inflammation and works as an antioxidant.

You can use turmeric in your foods or pills which have a higher concentration. If you have any existing medical conditions, check with your medical practitioner before taking any supplements.

HEALTH DRINK

`GOLDEN MILK`

Turmeric milk, also known as golden milk, is a warm and soothing drink that is proven by medical research papers to have anti-inflammatory and antioxidant properties.



INGREDIENTS

- 1 cup of lukewarm cow milk (dairy or non-dairy, and milk of any choice if you are lactose-intolerant)
- ½ teaspoon of turmeric powder

INSTRUCTIONS



1

Heat the milk until it's lukewarm.



2

Add turmeric powder and



3

Stir the milk well & you are ready to drink it.



BENEFITS

Turmeric milk helps to alleviate inflammation and improves inflammatory bowel disease, asthma and arthritis through a substance called curcumin present in it.

Turmeric which has been proven to have strong anti-inflammatory properties. Curcumin is a powerful antioxidant and prevents the body from chronic illnesses including any heart disease, cancer and Alzheimer. It prevents your overall health from being affected by free radicals.

Be it infections, or any body injury, Turmeric is an excellent immunity-booster.

A great remedy for digestive issues like constipation, bloating or gas.

The Golden Milk can either be consumed in the morning or best just before bed.

It also helps with insomnia and anxiety when taken before bed.



A SIMPLE HOME REMEDY ON HOW TO RELIEVE NECK PAIN & STRESS

According to research studies, using peppermint essential oil topically alleviates tension headaches. It appears to block the pain receptors on the nerves. Additionally, massages are excellent in releasing tension in the delicate neck, shoulder, and head muscles which promotes blood flow.

How to calm the affected area? Here is one of the several ways to massage using peppermint oil to relieve tension headaches:

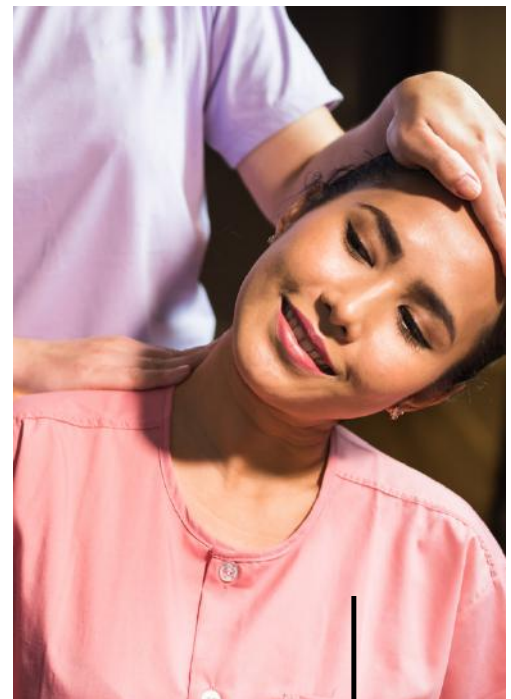


STEP 1

Peppermint essential oil first needs to be diluted by combining a few drops of the oil with a carrier oil, such as coconut or jojoba oil.

STEP 2

Apply to temples and forehead: Use gently circular motions to apply the diluted peppermint oil to your temples and forehead. Keep the oil out of your eyes.



STEP 3

Massage your neck and shoulders, paying special attention to any tight or painful regions. You can use your fingers or a massage roller for this.



STEP 4

Apply heat: To help ease your muscles, apply a warm compress.

STEP 5

Rest: While the peppermint oil and massage relieve your tension headache, lie down in a quiet, dark room and shut your eyes for 15 to 30 minutes.



BOTTOM LINE

In conclusion, it is remarkable to see how old health practices have stood the test of time and are still followed today. From Ayurveda to traditional Chinese medicine, these practices have shown their effectiveness in preventing and treating various ailments.

It's crucial to remember that not all conventional traditions are necessarily secure or advantageous for everyone. Before implementing any new health practices into your regimen, and have any doubts, you must speak with a licensed professional.



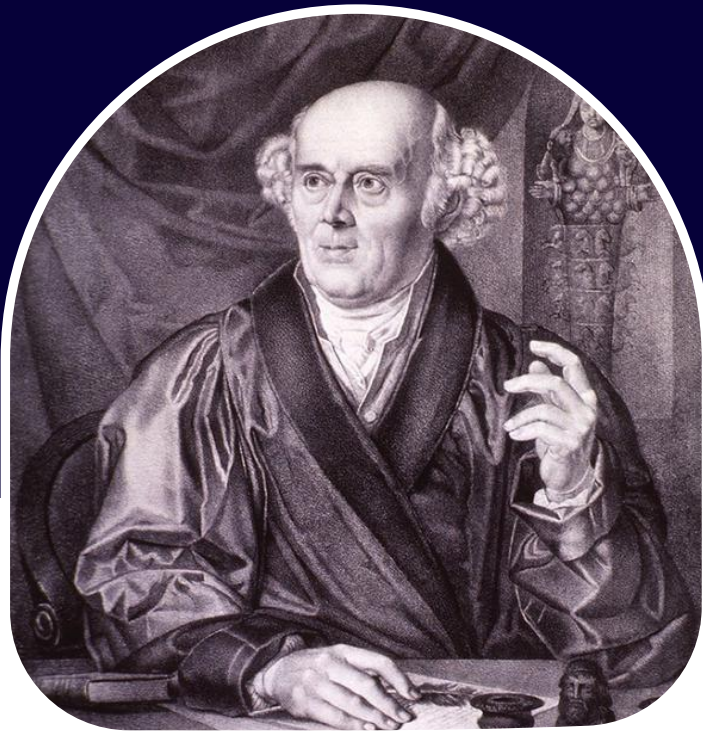
What can a person not accomplish by faith? He can do everything.

MAHATMA GANDHI

SONALI PAWAR

HOMEOPATHY: A PRESCRIPTION FOR REVOLUTIONARY HEALING





1793

DR. SAMUEL F. HAHNEMANN

The system of homeopathic medicine, which has gained worldwide recognition, was introduced to the world by the pioneering German scientist, Dr. Samuel F. Hahnemann, during the years 1793-96. As we approach the anniversary of his birth on April 10th, we celebrate his profound contributions to the field of medicine and his enduring legacy as the father of homeopathy.

Dr. Hahnemann's visionary insights and tireless dedication to the study and practice of homeopathy have left an indelible mark on the world of healthcare. His unwavering pursuit of truth and his innovative approach to healing have inspired countless practitioners and patients alike, making homeopathy a cherished and respected medical system.

Embracing the wisdom of these unique principles, homeopathy offers a fresh perspective on healing and well-being. It challenges conventional notions of medicine and encourages us to explore alternative approaches to health and wellness.

Homeopathic products are derived from diverse sources such as plants, minerals, and animals. These natural substances are carefully selected and processed to create sugar pellets, ointments, gels, drops, creams, tablets, and other forms, designed to be administered in a gentle and non-invasive manner.

One of the distinguishing features of homeopathy is its individualized approach to treatment. Rather than applying a one-size-fits-all approach, homeopathic remedies are tailored to each person's unique symptoms, constitution, and overall health. It's not uncommon for different individuals with the same condition to receive different treatments, reflecting the personalized and holistic nature of homeopathic care.

Homeopathy also employs a distinct diagnostic system that recognizes clinical patterns of signs and symptoms that may differ from those of conventional medicine. This approach takes into account the totality of an individual's physical, mental, and emotional state, as well as their personal and family medical history. It seeks to address the underlying imbalances or disruptions in the body's vital force, aiming to restore balance and promote self-healing.

The rich and diverse array of remedies used in homeopathy, along with its individualized approach to treatment and unique diagnostic system, make it a truly distinctive and holistic system of medicine. It embraces the wisdom of nature and recognizes the inherent healing capacity of the body, offering a personalized and comprehensive approach to health and wellness.

At its core, homeopathy is a gentle and holistic system that seeks to address the root causes of illness and restore balance to the body, mind, and spirit. It recognizes the inherent capacity of the body to heal itself and aims to support this innate healing power through carefully selected remedies that resonate with the individual's unique symptoms and constitution.

In conclusion, homeopathy stands as a prescription for revolutionary healing. Dr. Samuel F. Hahnemann's pioneering work has transformed our understanding of medicine and challenged traditional beliefs, offering a fresh perspective on health and wellness. Homeopathy's individualized approach, unique diagnostic system, and diverse array of remedies have made it a cherished and respected system of medicine worldwide.

Homeopathy embodies a holistic and compassionate approach to healthcare by embracing the wisdom of nature and harnessing the body's innate healing capacity. Dr. Hahnemann's enduring legacy as the father of homeopathy lives on, fueling a revolution in how we approach health and wellness for generations to come. World Homeopathy Day serves as a reminder to celebrate and honor the legacy of Dr. Hahnemann and to continue promoting awareness and understanding about this holistic approach to health and wellness.

"There must be some limit to the thing. It cannot go on to infinity."

"The physician's highest calling, his only calling, is to make sick people healthy - to heal, as it is termed."

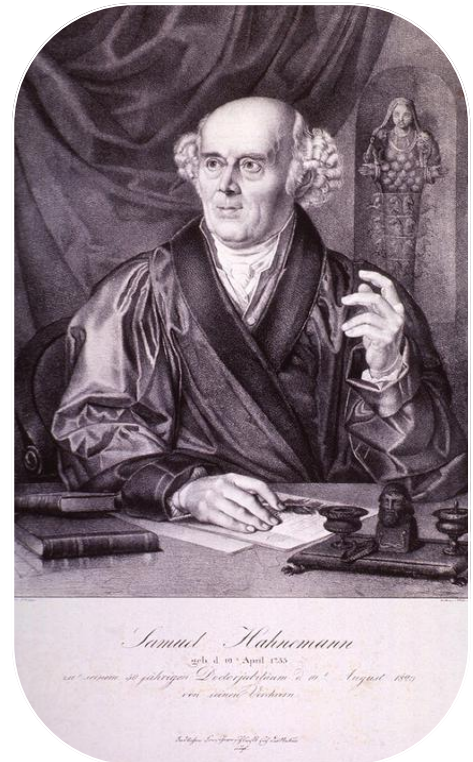
"The most inestimable treasures are: impeccable consciousness and good health. Love to God and self study provide one; homeopathy provides the other."

"Changes that come to material substances, specially the medicinal, through the trituration of non-medicinal powder, agitation of non-medicinal fluid, are so incredible that may be compared to miracles, and is a reason of joy that those changes belong to Homeopathy."

"Fight like with like."



DR. SAMUEL
F. HAHNEMANN



The background features large, stylized yellow letters. On the left, a vertical column of 'E's is visible, and on the right, a vertical column of 'S's is visible. The letters are thick and blocky, with some overlapping and a slight shadow effect. The overall aesthetic is modern and graphic.

Every noble activity makes room for itself.

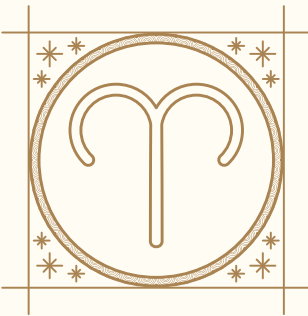
RALPH WALDO EMERSON

SOFIJA ILIEVSKA

ZODIAC SIGNS & THEIR NATURAL CHARACTERISTICS.

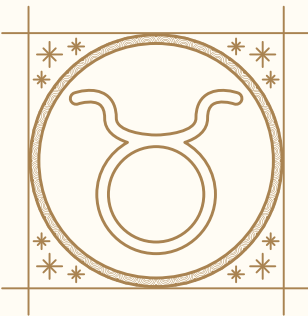


According to astrologers, some of the zodiac signs are extremely ambitious and focused on their work; they want to achieve everything from scratch, but alone, with their own efforts. In the following, read more about these zodiac signs and their characteristics. Maybe you will find yourself in one of them :



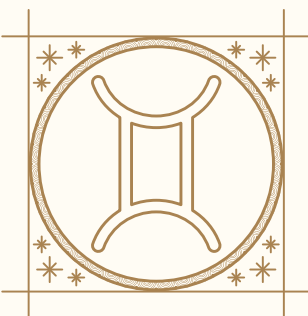
ARIES

Aries represents leadership and ambition, both of which are necessary attributes for any successful leader. Aries people are born with numerous leadership qualities, including strong communication skills, innovative problem-solving talents, and an energetic outlook on life. They have a strong sense of purpose and self-motivation, allowing them to take control of any circumstance.



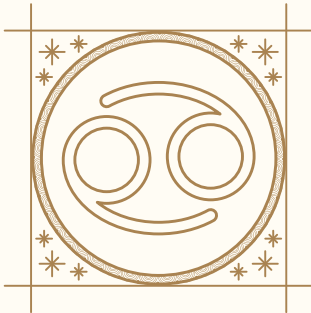
TAURUS

People born under this sign are the real leaders of this list. The persistence of the members of the Taurus sign is closely related to their entrepreneurial spirit, which is why they are excellent entrepreneurs and businessmen. They will do anything to climb the career ladder - if, of course, they want to. These people are characterized by persistence and ambition. Their main advantage is the self-confidence that helps them achieve everything on their own.



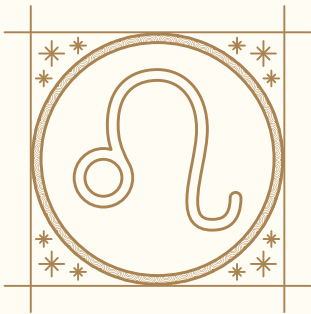
GEMINI

Gemini is the sign of ideas and knowledge. Geminis tend to be excellent communicators. Nothing makes them happier than gathering, analyzing, and disseminating knowledge. This is the main purpose of their existence. They can easily accomplish multiple tasks at once because you are intelligent and adaptable. They enjoy diversity and have a high need for mental stimulation, but they do get quickly bored.



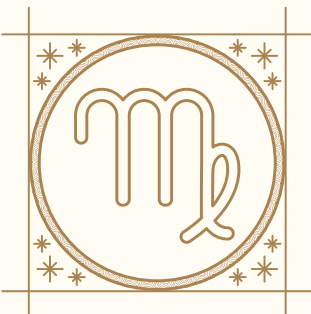
CANCER

People born under this zodiac sign achieve success slowly but surely. It is important for them to be well-versed in what they do - that's why they try to achieve success during schooling but also receive additional education during life. They strive to be excellent experts in their field and achieve great success when they really want to.



LEO

The most important thing in the life of people born under this sign is to have a compelling goal. If they want something, they will achieve it. They are one of those people who often go against the rules but succeed. They always rely only on their strength. Therefore, the most important person with whom Leo consults when making decisions is herself.



VIRGO

Stability and perspective are paramount for this zodiac sign. We are talking about one of those signs of the Zodiac who will work for years in one workplace, but in this place, they will make a career from an ordinary worker to a managerial position. Virgos really achieve everything on their own from scratch, and their success is a smooth and sure upward movement.



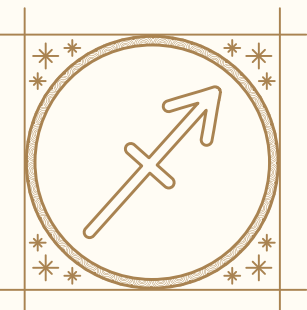
LIBRA

Libra is a sign recognized for being diplomatic, calm, and honest. Libra, represented by the scales sign, strives for balance and harmony in every aspect of life. Because of their natural tendency for discussion and teamwork, people born under this sign are exceptional leaders.



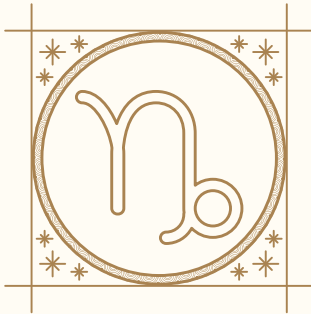
SCORPIO

If you are a Scorpio, you are an intense, charismatic, passionate individual who enjoys nothing more than venturing into the uncharted. Nothing can stop you once you become attracted by anything. They are fearless when achieving their goals. They can easily handle difficult situations. Scorpio's are loyal to their loved one's.



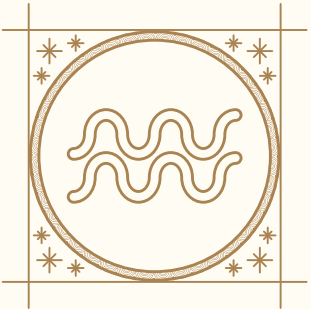
SAGITTARIUS

Sagittarius is one of the most powerful zodiac signs, being born with a natural leadership power. This sign exudes positivity and desire, making them role models for those around them. They are excellent people magnets with a talent for drawing people together to discover common ground and make quick decisions.



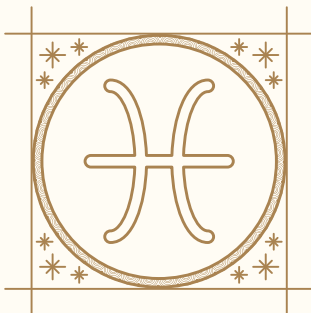
CAPRICORN

People born under the Capricorn zodiac sign are prone to change and adventure in order to achieve what they want. They tend to achieve everything independently, without the help of their relatives and friends. Sometimes they seem stubborn, but persistence is what keeps them on the right path to success.



AQUARIUS

It is crucial for Aquarius to openly express their unique personality. They are independent by nature and will stand by with their opinions. They truly care about humanity's wellness and are true humanitarians. They cannot be restricted, really bright and gregarious.



PISCES

Pisces is known for its sensitive and compassionate nature. They naturally possess the capacity to comprehend and experience other people's emotions. They often express themselves through art, never miss out on details and can easily read people.



There is only one success - to be able to spend your life in your own way.

CHRISTOPHER MORLEY