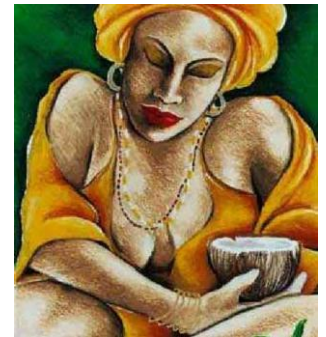


Emotion & Òrìsà Devotion



We revere **Sàngó** mostly because of his impressive power, and not so much because of the properties of thunder stones. When we talk about **Òsún**, we can be overwhelmed by feelings of love, pleasure and goodness, without ever considering “How long is the Òsún River anyway?” **Òrunmilà** inspires confidence because of his vast wisdom and knowledge, not so much because of the mathematical intricacies of binary codes. The point here is that each of us has a deep emotional connection to the òrìsà.

Emotion is, therefore, a huge component of the **òrìsà lifestyle**. The big problem is that most people put lots of emotion into the òrìsà but fail to make the same emotional connection to their internal spirit. As important as òrìsà is, it’s vital that you also realize that their purpose is to augment or enhance your innate spiritual existence. Òrìsà is therefore, secondary but absolutely necessary to your spiritual development. Emotion is the soul’s way to remind who of you really are, what you really stand for, and how friends and family can distinguish you from strangers. So, it’s important that you learn to cultivate and refine your emotional energy on the path of spiritual development.



When it comes to òrìsà lifestyle, your emotional intelligence is equal to or more important than your skills and experience. Don’t get me wrong, it’s absolutely requisite that you know what you’re doing when you sit down to perform ANY ritual. But, as any qualified ritual specialist will tell you, when you’re angry, do not go to your shrine. This is because the feelings you leave behind or create when you come in contact with the deities accumulate and become your “emotional footprint.” This accumulation of feelings that you send out is what frames people’s desire to do business with you, to become intimate with you, to pay you for who you are, not just what you do. Over time, what is today your emotional footprint will gradually become your spiritual legacy.

Your success depends on how you make us feel



Huh? Sounds like a recipe for codependency, right? But I am not talking about changing yourself just to please others. Here, I am defining success as your ability to make sure that your emotions are in harmony with your true intentions. If you truly believe your destiny is to make some kind of meaningful contribution, then your feelings ought to reflect that intention in everything you do. This is what I call living the medicine.

Now, this is how I do it all day long and enjoy results from it. In every way possible – in the shrine, on phone and online, I activate my personal Odù when I’m interacting with others. My personal Odù has three important components: leadership, innovation and positivity. Consequently, my tone has three qualities: visionary, useful, and reassuring. Along with valuable content, I sprinkle in humor to invite relaxation and familiarity. I deliberately integrate sacred texts, along with personal stories that empower people to be natural with me. Most importantly, I make sure people feel received and respected as well as well-served. One way I do this is to remember the specific details of their stories and ask them how things are going when I have the chance to catch up with them. The truth is that I genuinely care about the people I meet in my work in the same way I care for the people I know in my personal life. As a result, I have a good flow of new projects, new clients, and sincere inquiries that find their way to me. And when asked, my clients consistently report that I make them feel good, even when I am the bearer of bad news.

This is essential to know as a service provider of any sort. As a rule, we recommend people who are not just qualified, but also make other people feel good. Feeling good is more than what happens when you see a warm and fuzzy movie. In real life, it is a very specific thing. When you can make people feel “good”, it means they feel safe, secure, empowered, calm, enthusiastic, passionate, eager, excited, optimistic, appreciated, respected, proud, hopeful, and positive. That doesn’t mean YOU feel all those emotions. No! I mean you EVOKE those feelings in others. You set the stage for them to experience those emotions. Sàngó isn’t just powerful. He makes YOU feel powerful. Òsún is not just filled with harmony. Òsún makes YOU feel harmony, beautiful, refreshed and positive about life.

If you are serious about living the medicine, you absolutely HAVE to identify a specific set of positive emotions that frame how you deliver your message and perform your life’s work. That is what it means to craft your emotional footprint. You came here to make a meaningful contribution to your family and your community, so it stands to reason that you must have an uplifting effect on the people; influential people, as well as common folks, who can recommend you, hire you and support your ideas. This uplifting effect is deeply seeded in your consciousness, but it’s also reflected in your tone of voice, the way you ask people about how they’re doing, the way you interpret the sacred texts and every time we experience you online. In my Odù, Ifá teaches us that “Òrunmilà says it’s getting better. I say it’s getting better!” I believe it and I live that medicine every single day because ultimately, it’s your emotional footprint that make people say, “Wow – I know exactly who to call. He’s perfect for this one!”

So when you’re ready to move beyond just thinking about your effect on us emotionally as well as logically, and you want to LIVE THE MEDICINE that will align everything you do with your destiny, then you ask Ifá: 510.485.2336



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