

Oath Oracle

SACRED CEO

WITH AYESHA DURRANI

TRANSCRIPT

[00:00]

Ayesha: Hello my loves, and welcome to the first episode of the Sacred CEO Podcast with me, your host Ayesha Durrani, also known as Oath Oracle. I am so excited to finally birth this podcast that has been so highly requested. I cannot even count the amount of emails and DMs that I have received about, when am I gonna start a podcast?

So here we are. The Sacred CEO Podcast is my space to explore and express around my favourite topics on the planet that I love to talk about, that I can't shut up about, which are: astrology, astrology for business, business energetics, business strategies, and the life that I lead as a sacred CEO and what it means to me to be a sacred CEO, and why this is so important to me.

And why movement in this new paradigm of business is, in my opinion, vital to the new paradigm and the new earth that we feel. We know. We see it. It is birthing now. So welcome to the Sacred CEO Podcast. It feels so good to have this space to express myself and share my journey. And along the way, share value with you all and share keys and insights and things that I learn along the way.

I am a mystic and I'm also a strategist. So every, every episode and every offering that I create, every program, every client call, it is a merging of these two sides of me. Also sides we can look at as our feminine and masculine side. The feminine intuitive mystic and the masculine doer, knight and king, that brings the structure and the boundaries.

So, through my life story, I became very developed in that masculine side and over the last few years, I've really been bringing balance and union into my life and my business when it comes to masculine and feminine energetics. So that's another passion of mine that I'm so excited to bring into the podcast.

For this first episode, what I really felt called to bring was to introduce the concept of sacred CEO and what that means to me. Why these words are so resonant for me and for a lot of people in my community.

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We have certain connotations and certain preconceived notions about what it means to be a CEO, or what it means to be a business owner or a founder, someone who is an entrepreneur. Bringing something new into the earth, bringing something new into the collective, offering our medicine, and making our net worth and our wealth with that as well.

And a lot of what we've seen when it comes to business and success in terms of our general, and this is a generalized statement, not everyone's upbringing was like this. Some people had parents who were very connected and awakened and spiritual. But in a general way, I believe that our schooling system and the media and society and often our caregivers as well has taught us about business and success has been a highly imbalanced and incomplete and unintegrated expression of success.

What we often see when we think of, or even look up, go on Google Images and look up successful entrepreneur and see what you see. It's not a very diverse group of people, a lot of the time, although every day it's becoming more and more and more diverse, which is so amazing. A lot of us were conditioned with certain beliefs around success, around wealth, around money, around recognition that we had to be a certain way.

We had to fit into certain conservative pigeon holes, we have to be having a certain level of education. Formal education was equated with the level of success that we would be capable of. We needed to look professional, not have tattoos, not have piercings, have certain hairstyles for women.

There's a whole women and people socialized feminine, a whole other slew of pressures to not look too sexy, but not look too drab. And just like all of the different judgements and all of the different things that seem to be prerequisites. Like, Oh, this is just the way it is. This is just the way the world is.

We also have a lot of limiting beliefs and programs running around. Success equals sacrifice. Success equals struggles. Success equals doing what we don't wanna do and paying our dues and crawling our way up a ladder in order to hopefully be able to retire when we're in our sixties and seventies.

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So when we grow up in that type of environment and in those conditions, I know everyone listening to this podcast is a sensitive, on some level, intuitive, creative, possibly empathic, heart centered, soul led individual. So if that's you, you're in the right place. If that's not you, I'm not sure how you found this, but I honestly believe every human being does possess those qualities.

I think it's within humanity and within life itself. When we grow up in those environments, we all have different ways that we cope with that. For some of us, we may really excel in those environments. For some of us, we may rebel against those environments. And I would say I'm definitely in that second category of someone who rebelled against all those things.

And I thought, okay, if dropping out of high school, which I did at age 15, if dropping outta high school means I'll never have a good job, then so be it. I'll never have a good job. And here I am today in October 2022, celebrating recently that my business crossed the seven figure mark in total revenue.

Multiple six figures per year, celebrated a \$76,000 US dollar month in revenue this year. I'm doing my favourite, favourite thing in the world. I talk about my obsessions every day with the coolest, most raddest, dopest human beings I've ever met who are incredibly diverse. I recently bought my property and I'm in my office right now that I got to decorate and curate from scratch.

I was featured in Forbes this year. Like so many things that all of the conditioning I received for the first 30 years of my life had me believe would not be accessible to me. I have tattoos on my neck. I have tattoos on my hands. I'm a woman of colour. I act and speak and be in ways highly unprofessional, and here I am doing the perfect job for me. The number one job for me in the world.

There is no job I'd rather have. And through my breakthroughs with this, and you know, in this podcast I'll be sharing more about my story, but let's just get us started with something. You know, I have been incubating this podcast for a while, and tonight was just the night to just break the seal and just start sharing and start throwing my paint on this blank canvas and really treat this like my art gallery.

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So, you know, I'm sure many of you who have been in my audience for a couple of years know a lot about my story, and I will be sharing more about that. But for now, let's just take what we have and understand that I grew up in an environment that told me success wasn't for me.

This world wasn't for me. And if I ever wanted any type of professional success, I needed to highly censor myself, repress many aspects of myself, pretend and act to be different than I am. Study things I didn't wanna study, be places I didn't wanna be, and basically do a whole bunch of stuff without the consent of my soul, without the consent of my heart, without the consent of my body.

Without the consent of my truth and my essence. And when we go against our essence and our soul and our heart, we are going against life. When we go against and force ourselves into these places, and by the way, many people's jobs are so awesome and people are really happy. So I wanna always say, and always acknowledge that I'm speaking from my own experiences.

Not everyone needs to be an entrepreneur to be happy. Many people are doing a cool ass job that they love, where they feel appreciated, when they feel like they can be themselves. I can only speak from my experience and also, you know, my observed experiential knowledge through working with hundreds of clients as well from all different backgrounds.

For me, it seemed like the messaging I was receiving was, you can't be yourself and be successful unless your natural self is 'tick all these boxes'. And I was always a little bit unruly. I'm an Aquarius sun, so I'm a natural rebel, and I grew up in a Pakistani household, which that's a whole other topic to talk about.

There's a lot of heavy and deep cultural things and distortions, patterns, et cetera with certain cultures. Some of you guys know what I'm talking about. Some of you maybe not, and that's okay. I have always been a rebel in the environment that I was in, but I still didn't know better that when I received that messaging that you can't be successful without this, this, this, this, this, and you can't be successful when you are this, this, this, this, this.

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I didn't know enough yet about the world to say, hey, I think that's bullshit. I just assumed, okay, then I guess I'm not gonna be successful because I'm not gonna not be myself. I'm not gonna force myself into these shapes that I can't actually force myself into. I'm not gonna live my life like that.

So I guess I'm going to deprioritize money, deprioritize my career path and deprioritize my purpose, and I'll just live fast, die young. I'm gonna have fun. I'm gonna travel, gonna have experiences, and I was rich in experiences all through my twenties. Many of them were really, really, really hard experiences.

But I, you know, I'm so grateful for everything that that path helped. But finally, when I was 30 and I had done some, what was it, 31? When I was 31 is when I began my business in March 2020, but when I was 30, when I was 29, that's when I started to explore the world of personal development. Working with my subconscious mind, acknowledging that programs are running and limiting beliefs were installed.

Often through my family who had their own unresolved traumas and whatnot that impacted them and the way that I was brought up. Even lineage stuff and karmic stuff and the beliefs that society gave me. And as I did and explored and deepened into that work, things started really happening for me when it came to my passion of astrology.

I'm gonna share this whole story in another episode of the way my business came about and all the sacred, the sacred golden thread that led me to this moment now where I get to speak to you from, from where I sit at this moment and this now moment. But what happened on a deeper level was an awakening that work is / can be incredibly sacred Work with a capital w.

And when we flip that paradigm on its head, that work requires us to censor, repress, distort, contort ourselves, fit in over here, be like this, don't be like that. When we flip that to the opposite of, what if my business is a space for me to be, all of me. What if my business actually supports me to be more radiant in the truth of my essence?

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What if my business actually supports me to reach new levels of health and vitality in my body as I have more time to take care of myself? And more financial resources to eat organic foods and receive body care and go to doctors and all the things that I wanna do for my optimal health.

Not only going to a walk-in clinic when I'm having an emergency, which is how I lived, you know, the 30 plus years of my life. I would wait till things got really bad and then I would go in and it would be a highly unfulfilling experience at the doctor. Right?

When we understand that our businesses and work - the matrix and the paradigm that we inherited, If we define matrix as a structure that surrounds us, a structure that we are within, that was created. That we come into this world and many of us, and kudos to those who aren't like this.

But you know, for me, and I'm sure many of us, I did think for a long time, 'oh, this is the way it is. This is the way the world is. It's just the way it is. This is just, hey, it's just the way it is. It's just the way it is. Why is it the way it is?'

Because a matrix and a structure and a paradigm was created by people who were hurting, who had unresolved trauma, who were not in their soul purpose, who were unhappy, who were in scarcity, who were passing on things that they learned from their previous generations, et cetera, cetera, etc.

And if we just accept it as this is just the way it is, well, that's the opposite of revolution. Whatever that is, whatever is the opposite of revolution. That's that. I'm a Sun and Venus in Aquarius; the sign of the rebel and the revolutionary. My life's purpose gene key is 49. The gift of revolution and the siddhi of rebirth. This is literally what the fuck is up for me in this path, right?

My relationship with money and with work and with success was completely revolutionized. I used to look upon others, you know, in my twenties, my mid and late twenties when things were pretty bad. I would look upon others who made money and had successful careers as I just continued in the service industry. Doing odd jobs and random stuff and you know, just getting by in survival mode.

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I would see people thriving and making money and actually enjoying their work even. Ex-partners, romantic partners I've had that were like, let's say engineers and scientists, which I've dated. Venus in Aquarius, dated a lot of engineers and scientists, and they loved their work and they were making money and they were being recognized.

And inside myself, I was jealous. I was jealous of my own boyfriends because there was, that was reflecting a part of me that wasn't expressed, but at the time I thought, well, I missed the boat.

Really what I've realized through my journey is, no, I didn't miss the boat.

I'm right here. I'm right on time. But I was trying to live within a paradigm that went against every fucking thing I stand for and live within a paradigm that exploits life force energy. That drains our labour. That wants us to stay in survival mode so that we will be available for a lower and lower pay because it's what we need to survive.

And there's so many things about this paradigm that is, you know, causing a lot of issues globally every moment. So there is a bigger revolution and a bigger movement in terms of my passion when it comes to entrepreneurship and bringing the sacred into sacred CEO.

To me, what it means is honouring life force energy, honouring all of our currencies, not putting money on a pedestal above our energy and our time, but also not belittling money as something we don't care about.

It's a resource that provides us options and freedom, and it's a resource we can direct and that we can be a shepherd of in the world and direct it to where we want it to go. And energize what we want it to energize. So honouring our currencies: the currency of time. The currency of energy, the currency of money. Honouring our gifts, honouring our journeys where we don't need to turn off our humanity and our needs and our desires in order to be effective in our work.

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Right now there have been some major, major, major key transits through the sign of Capricorn for several years. As I'm recording this, we just completed a cycle of Pluto retrograding Capricorn. Capricorn is the sign of success, sign of achievement, the sign of recognition and legacy, the goal getter.

Anyone with Capricorn placements, you know exactly what I'm talking about. And Pluto is the planet of death and rebirth. And Pluto won't be in Capricorn again in our lifetimes. So what this means is there is a death and a rebirth of what success means in the collective today. So this is a really powerful time.

If you're someone who likes a little bit of homework or likes a little bit of prompts to work with, this is a powerful time to journal on, what is your redefinition of success? Not why your parents told you, not why your teacher told you, unless those are people you respect and they have what you want. They have the financial freedom that you want. They love their work. They're on their purpose. They're lit up. They're living a life that inspires you, that you admire. Those are the only types of people whose advice I take, and even then I take it with a grain of salt.

But seeing if you can release and clear yourself of the programs that, 'this is what success means', and define it for yourself. What does success mean to you? When I first started my business, success meant five figure months to me. 10k months, 20k months. And then before I knew it, I was making 10 and 20k months within six months of starting my business, but I was working six to seven days a week.

I had to change my definition of success.

That it was a wealth not only of money, but also of time and spaciousness and options and freedom and connection, and a rich personal life and vitality in my body and radiance, and living in my desire moment to moment and trusting spirit and being led by my intuition. My definition of success has evolved with me over these past two years of running my business.

It's not set in stone, it's organic. It's growing. As we grow, our definition of success grows and deepens as well. So that's a great place to start, what does success truly mean to you? Because I know exactly

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how it feels to say that success means 10k and then to reach that carrot, you know, chasing that carrot and reaching that carrot and not feeling very happy about it, or not feeling very fulfilled.

A short term gratification, yeah, but not the deep satisfaction and deep fulfilment of, oh my God, I'm living my motherfucking dream life, which is how I feel most days these days, I'm happy to say, happy to report.

Sacred CEO is also about what happens on planet Earth when more and more and more people are doing their soul gift, their soul medicine and getting paid for it. What happens when some gifted energy healer, Susie. Susie, the gifted energy healer, isn't doing energy healing sessions at night and on the weekend after her 40 hour per week - is that, yeah, 40 hours per week. That's like normal work, because if she's doing it in her free time after her full time job:

One, that job is taking up space in her mind of stuff that may not really matter to her, the information of how to run that job. Having a smile on your face when you might not really want to. Potentially being drained through customers or coworkers or bosses, that you're not actually choosing. You don't really want to be spending time with them or sharing space with them. There's an energy cost to being in that situation, and if Susie is meant to be an energy healer, her work can change the world.

But if it has to be pushed aside into the free time outside of a full-time job that's draining her, then that's gonna be harder for her to reach her potential. If she's able to get paid for that and have spaciousness, her channel, her body, her health, her clarity, her inspiration, her creativity, it all gets to flow that much more.

Now, I'm not saying there's anything wrong with doing our passions in addition to a job. That's what I did for my whole life, you know, so it's part of the journey. But imagine if you could look around and as you walk down the street, you saw the musician who's so passionate about music, getting to devote his full time to that. The painter who's an absolute prodigy, channeling source energy whenever they're putting the brush to the paint and they're not having to worry about where their meal is gonna come from or how their rent is gonna be paid. Or someone who is an incredible woodworker, who's so

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passionate about woodworking, that's not having to do some other soul sucking job that doesn't resonate with them at all.

What would happen if more and more and more of us got to be resourced for the thing that our soul actually came here to do? One thing that would happen is we would keep getting better faster. Our mastery would expand. When I got to let go of all the closing procedures of the cafes that I worked at and not spending my energy with a smile on my face, my customer service voice, and having small talking conversations I didn't really wanna be having.

That was me having conversations without the consent of my soul. And hanging out with people, talking to people without the consent of my soul. People have been in service industry, bartending, cafes, et cetera. That was my background, so you guys know what I'm talking about now. Those jobs had a lot of purpose for me. I gained really important social skills and I learned so much in those spaces.

But when it's time to fly, it's time to fly. And right now as we move into the age of Aquarius, the internet is opening us up to global audiences, to be able to connect with our soul aligned clients, even if we live in a small town where we don't have to go commute anymore, and we can actually reach people all over the world.

I have clients in Cairo, Egypt, in Greece, in Africa, in Dublin, in Thailand, in Australia, New Zealand, South America, like all over the world. So this is part of the age of Aquarius, it's an equalizer. Aquarius is a sign of humanitarianism and social justice, and it's also the sign of the internet.

So what this means is people who were from marginalized communities are able to make big money now and build our wealth and create generational wealth and pass that on to our children so that the next generation who are inheriting some financial support is not only one demographic of people, which is what it's been for a while for the most part.

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So the ripple effect of reclaiming the sacred in our work is far beyond the very powerful experience of living our dreams and living the lifestyles that we want and getting to get better and better and better at what we do, and getting to devote more of our life force to what we actually wanna do.

But there's a long term ripple effect as well that we will not even see the end of. This is why this work is so powerful to me, and this is why it's my greatest delight, my greatest passion, and truly lights me up on a soul level, on a heart level, on a sacral level. It lights me up all over the place to share this work with you in hopes that it inspires, activates, and empowers you on your own unique path to doing the things your soul came here to do.

Whatever that is, whatever experiments you get to have along the way, whatever twists and turns there are along the way. I'm a projector in human design. I'm a 1/3. I am someone who does like to focus on a few things. That's in my blueprint and my nature, and I know there's people out there. My mani gens out there, my Geminis out there, and all kinds of different placements. Sagittarians. You know.

Not everyone needs to have one purpose that is like, this is it. This is the purpose. It's not about putting it on the pedestal. It's about the journey of honouring our life force energy in the now moment, and that encompasses pivots, that encompasses trying things, that encompasses experimentation.

But the paradigm of sacrificing the now moment and sacrificing your labour and exploiting your life force energy so that you get this paycheck in two weeks, so that you can pay your rent. That is something that has been eroding the sacredness of human beings in my opinion. And I do believe it's part of a greater agenda of disempowerment.

That's a whole nother, my conspiracy theories are a whole other episode, but I do believe that human beings are far more powerful than we have been led to believe. I do believe that when we are empowered, when we're clear, when we're grounded in our center, we have the ability to alter the fabric of reality from the quantum to the 3D. And I do believe each and every one of us deserve to feel fulfilled and satisfied and supported through our work.

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So if that's something that lights you up, if you love this conversation, I thank you so much for being here. I have so much more I wanna say, I have so much more I wanna share, but I'm glad to record this first episode and just kind of introduce some of the frequency, some of the harmonics that I want to code into this podcast and what the greater movement is.

Yes, we're gonna talk business strategy, we're gonna talk sacred sales, we're gonna talk social media, we're gonna talk about all the 'how' stuff that I love. But this episode is really about introducing the greater movement of what is gonna happen in five more years of this. What's gonna happen in 15 more years of this?

What's gonna happen in our children and our grandchildren and our great-grandchildren if we direct the trajectory of the way human beings are investing our energy and investing our money? It's the ripple effect. It's a greater movement that's also gonna overflow into helping Mother Earth and being in right relationship with our mother Earth. Stopping the extraction energy, which is the same energy that plays out when we are in that old paradigm work dynamic that I was mentioning.

And a lot of us bring that old paradigm work dynamic into our businesses. We rebuild it in our business because we don't know any other way of doing things until we then dismantle it, and then we build it again with our new knowledge and our new wisdom. Then we dismantle it some more, and then we build it again. And it's this ongoing process of death and rebirth. You guys know what I'm talking about, especially if you've been in my world for a little while.

It feels so great to just, just share and just express. So I really hope that you enjoyed this episode, and I'm just so, so, so excited to be beginning this journey and this adventure of just sharing my passions with you.

So thank you for being here and thank you for your time and checking out the podcast. Please subscribe. Feel free to leave a review on Apple Podcast because I hear that that's something important. So I'd super appreciate that and I wish you a beautiful, beautiful rest of your day / night. Lots of love.