

T H E
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BUSINESS

P O D C A S T

with

AYESHA
DURRANI

Episode 23

Welcome back to the podcast loves. Today I want to talk about a question and a conversation that I have with my clients and my client spaces quite a bit. And it is about how we can use our platforms and how to be leaders, how to use our voices in times of global crisis. And I want to speak to this from a bunch of different angles because there is no one right way.

One thing I want to start with immediately is, I really invite you to control, alt, delete any sense of obligation. As soon as obligation comes into it, you're off track from your highest leadership, okay? A lot of people are just kind of in this state where something happens. And then right away, instead of diving within them and within their own leadership, we start having this almost fragmentation or split.

Where a part of us is applying pressure or thinking that there's all this external pressure. And then the other part of us is resisting that pressure and you kind of get frozen. It's sort of like having the accelerator, hitting the accelerator on the car and the brakes at the same time. And then you're not actually getting anywhere. You feel tired and you probably just want to avoid the whole thing.

So there's been so much, my business, I'm coming on the sixth year anniversary of my business as I'm recording this and what's happened in those six years since 2020, there's been quite a lot of global disruptions and that's not gonna change anytime soon because we are moving into the Aquarian Age and before the Aquarian Age is the revolution. Before New Earth is the revolution and the people's uprising.

So that's not something that one day we're just gonna be like, oh guys, the system changed, everything's great now, and we have just gone about our lives normally. No, there's going to be huge disruptions and there are battles happening, literally battles of good versus evil, literally battles of systems that are literally so don't even make any sense how much destruction that they cause to just hoard resources and cause suffering. It's the only, honestly, the only explanation is that it's evil, demonic possession, because it doesn't actually make sense for it.

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For this level of greed and this level of violence. So first things first is over the last few years, there's been so much pointless, like not helpful at all discourse about, if you talk about these things and your virtue signaling or like, you're canceled if you don't talk about these things. And then all of a sudden everyone feels like they're walking on eggshells of like, should it get, you know.

No one's happy if I say something, then people are also not happy if I don't say anything, and this whole fear of cancel culture and like am I only speaking because I'm obligated to speak? Am I virtue signaling? Listen, all of this noise is below you. All of this noise is actually a matrix distraction so you don't speak. I am never gonna say, everyone needs to be an activist just like me and have the same stances and stand up in the same way as me. That's not what this episode is about.

And when there is this, like when you're more tuned in to what other people think, what other people are saying, what's going on in your comment section, if you're more tuned into that than the voice of your own leadership, then that's the problem. It's not what you should say and what you shouldn't say. And are people going to like it? And are people going to unfollow? Is that really going to dictate your path of purpose? Are you really going to let that happen?

So of course there's our own journey with it, but the thing is, when your mind is spinning, when your wheels are spinning in the car, you're not getting anywhere, but you're exerting all this energy, all because of what other people would think, that's a very selfish space to be at, because you're not contributing to the change and you're actually not honoring or even being a sacred witness to the atrocities that are happening that people are having this discourse about. That whole discourse just feels like such a disempowering distraction.

So this episode is not, here's what you should do. Because if you're doing stuff from obligation, it's weak anyway. It's weak. It's energetically weak. So I'm not gonna say you're obligated to do this and da da da. And people have all this energy being exerted on like, well, I don't wanna speak just because people think I should, blah, blah. All of that, just control, alt, delete. That's a whole frequency. There's a whole paradigm to that that you don't have to engage in.

When we come back to our own lane, when we come back to our own leadership, the truth is that because we are entering more and more and more into time of revolution, there's not going to be this magic period of time where there's no atrocious news, like for a long period of time, for a while, because we haven't had a revolution yet. And that process is going to be rough. So who

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do you want to be in that process? That's the question. So this episode is about reflections for you to find the truth of what you want to say. And just the way that I have approached things for myself personally, but also knowing everyone is different. Everyone has something different that they bring. Everyone has a role in the revolution. But what I do encourage you to be in conversation with within your own self is what that role is for you.

So when these atrocities happen and when I'm recording this, I'm not sure when this is going out because I am batching a few podcast episodes right now, but as I'm recording this, there's been some bad news. I woke up, we all woke up to some very bad and scary news. I had a different post that I had written yesterday that I planned to go out today and I felt into it and it did not feel right for me to post that.

That wasn't, see how I'm not saying, oh, people are gonna think this or that if I post something that's not about what happened. All of that focus and attention that you place on what other people might think about your post is taking you away from your leadership. As soon as you are indulging in that, you are a follower and not a leader, okay? So I just felt within my own body, I was like, no, this doesn't wanna come out today and that might mean that I'll post it in a couple of days, I'll have to change one part of it very specific to the astrology, the original post that I had for the day. And I needed to sit with myself. I needed to feel my emotions.

I did a period of time of research and just took a look at what was going on from a few different sources. And then what came through was just really from my heart and my soul. And the thing is that what I'm noticing, and maybe it's that I've unplugged more from the coaching industry where there's a lot of very loud silence, right? Everyone just pretends like nothing is happening all the time. I mean, you just want to talk about marketing and sales. And I've been in very, very, very high level masterminds where everyone was literally self-identified as being hypomanic about selling and marketing. And that's all it was. And crazy, literally bombs falling in the world and no one saying anything. So I separated from that whole side of the internet.

But what I've personally felt that I'm observing is that the separation is getting bigger and bigger where the people in a bubble that just don't want to be connected. Ultimately, when you don't want to take a look at or engage or even just at the bare minimum, be a sacred witness of the things that are happening, you are choosing to sever yourself from the collective. So how can you be a leader if you're severed from the collective and you're just in a bubble of people trying to make money? Right. So.

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If listening to this podcast, that's probably not you. That's probably not your vibe, right? And what I'm observing is that the work of those people is becoming less and less relevant. Could that be my own bias? Because it's becoming less and less relevant to me, possibly. But I also see that a lot of these businesses are failing. I also see that a lot of their content is no longer hitting because it's so, in a way, crass to just go on business as normal without ever acknowledging what is happening in the collective just to keep your money machine operating.

in a way that is a similar paradigm to the matrix systems, where it's like, oh, that doesn't matter. Don't believe your eyes. It's like the final tenet of 1984, right? George Orwell is that the party's final command was not to believe what your eyes see. Don't look at that. Let's just keep making money over here. Just pumping it out, pumping it out, pumping it out. And yeah, I feel that there's a lot of similarities between the matrix system and the coaching bubbles where no one ever says anything. And it's almost like this eerie Stepford Wives kind of vibe. And so I'm seeing that paradigm really losing energy.

It's an ecosystem in itself because it kind of has that MLM vibe, right, where people are making money through their clients. And it's just kind of like its own MLM little ecosystem kind of vibe over there. And so they can keep making money, but it's just going to get smaller and smaller and smaller and smaller until there's just a few that have extracted the most money. And that's very similar to what we see with the paradigm.

I don't like to call the insanely, insanely, insanely rich people that have an absolutely insane amount of control over governments and the technology and stuff. I don't like to call them the elites, by the way. So from now on, you'll hear me refer to them as the parasite class, the quote unquote elites, Jeff Bezos, Elon Musk, Donald Trump. I will never call them elite. Excuse me, I'm offended by that actually.

I think Michael Jordan is elite. You know what I'm saying? Like, no, sorry. They're the parasite class. And so like the parasite class, the paradigms on the internet where you just ignore what's happening and it's all just about making money, there's going to end up being a few people that have hella, hella, hella resources and then their past clients who were drained of those resources. That's the extraction model, right?

So anyway, people that are engaging in that way, I just find, just would never look at them as a leader. I would never describe them as a leader. It doesn't matter if they're on stages. And oftentimes those stages were ones that they bought themselves, you know what I mean? Or billboards, like that doesn't mean leadership. So to me, part of leadership is feeling our

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interconnectedness with the tapestry of humanity. So my invitation, some reflections that I wanna offer you is as you, when things like that happen, you wake up and there's this news, right?

And first off, there's also the conditioning that is very intentional that makes you think, well, there's nothing I can do about it. So I should just keep running my business and that's it. There's nothing I can do. There might be nothing you can do about the bad news that happened last night, or like the thing that happened today that wasn't in your control. But what you can do is contribute to the revolution that would change the systems that are in control on this planet. That's what you can do.

We can always do that. The Matrix manufactured culture wars so that we wouldn't see how easy it would be if billions of people came together. We can topple the Matrix system. They know that. They know that better than we know that. Because if we really knew it, we would have done it already. If enough of us knew it, we would have done it already. So sure, you can't do something about what happened last night and what happened over this, that, and the other in terms of the past.

In terms of the vision for the future, all of our modalities and stuff like that, without revolution, there's no future for this planet. So we kind of have to have some priorities there. And the way that we each contribute to the revolution is different and unique. I love to give the example, shout out Megan, who was part of Bakers for Palestine here in Montreal. And they did a bake sale and they made \$13,000. money being transformed into food could have saved people's lives. Undoubtedly it did. That is so beautiful to me.

So not everyone's activism looks the same way. You might not even call it activism. But if you are not feeling into the tapestry of the collective, letting your emotions pass through, letting that actually change your leadership and responding. I just don't understand how it's leadership, how it can be called leadership or how, God forbid, how it can be called revolutionary. A lot of people use that word who have the exact opposite of revolutionary values, right? So some things are one, of course, it's scary, right?

There's reasons why people are afraid of things like being canceled and saying the wrong thing and people getting mad at you, of course, but like, are you gonna let those fears keep you silent? Because then you are literally succumbing to the matrix blackmailing you basically, right? The matrix threatens you with not feeling a sense of belonging. So the way that we can respond to that in a higher way is to one, make a decision that we're not gonna allow fear to run our

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business. Cause how can we be a leader for letting fear run the show in our own lives and in our own platforms, but also take responsibility by doing the nervous system healing.

If you're in fight, if you're in a fawn, if you're stuck in people pleasing, if you're in flight where you just want to run away from the situation or whatever, do take responsibility. Your healing is your responsibility and work on your nervous system. Right. And it's the same for people that might be a bit more inclined to fight in fight mode. You know, I'm definitely like that. And I had to learn over these six years to pick my battles. Right.

To not always get in the comments section and argue with people right now. I let people make their comments. I let people make, you know, say all kinds of stuff against my character on my comments. And if it's really offensive, I'll delete it. Here and there I might respond, but overall I just let people show themselves, show who they are. You know, if you want to show who you are in my comment section, go right ahead. So yeah, our nervous system healing is part of our responsibility. And when you feel like, I need to protect my mental health and not engage with anything that's going on, well, you're going to be doing that for the next decades, right? Like you're not, that's not going to...

If you haven't taken that, if life is a mirror of us and you haven't taken that as maybe an inspiration to heal so you have greater capacity so you can actually lead, well, I don't know what to tell you. I don't know what to tell you. So there's our healing. There's the decision to not let fear run the show.

And then there's actually letting emotions move through. We know that emotion is energy and motion. People out here are so aware spiritually in so many ways, but just have this disconnect when it comes to actually taking part in the revolution. Really understanding that your voice, your story, your leadership, your leadership is inherently connected with the collective.

So the experiences within the collective when major events happen, it sends a reverberation through the collective field, like a spider web, the interconnecting web that connects us all. That's what Aquarius represents. That is Aquarian Age business. That is what we are moving toward in the Age of Aquarius is a new level of collective interconnectedness. And so when you want to sever that, when we close our eyes, close our ears, run away, turn our backs and just focus on our goals or our short term feelings, one, even on the purely selfish level, that's not really gonna make you happy because true fulfillment comes with being part of the change. True fulfillment comes with contribution. And two, you can't call that leadership. If you're severing yourself from the web that connects us all, you can have a

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business, but that doesn't mean that you're a leader, right? But what does it mean? What's the actions then? Well, the actions, that's up to you. So if you let the emotions move through, emotion is energy, emotion, we know this.

So it applies to these situations as well. Let it move through you. If it breaks your heart, you have to let it break your heart open. Let it break your heart open to a new level of compassion for others. Let it break your heart open into really seeing the need for change. The fact that billions of people don't see the need for change to the point of revolution yet is why we haven't had revolution yet. The sooner that more people see that revolution is needed and they're willing to be an active participant in that in the ways that are the most authentic to them, the sooner that the world will change.

Literally one of the top reasons why the world hasn't changed more yet. One, people don't think it's possible. And two, people think it's not their job. And the seven billion people thinking that is going to have this result where we're like, how can these world rulers keep doing these crazy things? it's so terrible. But then we don't actually like what are we expecting? No one is going to come and save us. The idea of someone coming and save saving us is a shadow of the Piscean age.

We need to graduate from that shadow into divine responsibility, which is one of the key words of the age of Aquarius. So if we want the Aquarian age, which is new earth, we have to have a revolution first. And that's our responsibility. It's no one's responsibility other than ours. So then now that like making that internal decision, letting emotions move through some nervous system regulation, then it's an inquiry, not into, you know, as soon as you start thinking of what should I say,

What are people expecting me to say? What if people think this? What if people think that? You, once again, you've stepped off your path of leadership. You've stepped off your path of purpose. Your consciousness, instead of being within your own heart and soul, is outside of you, and you're prioritizing other people's opinions over the truth. And you've betrayed yourself a little bit in that moment. And that's okay. We all go off the path. We're not 100 % perfectly on the path all the time.

Leadership, actually, is leading yourself back to your throne when you do find yourself veering off track. That's what leadership actually is. It's not never going off track. It's how you lead yourself back to the truth and your center after you've gone off track. Okay? So I want to say that. No one's, definitely not out here saying that I never go off track. Absolutely not. But it's in

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every time that we lead ourselves back, we have evolved our leadership. Being a leader is about self leadership. It's not that I'm leading my followers or I'm leading people, dah, dah, dah. It's being a self leader and being part of participating in the change, right?

So then coming back to your heart, coming back to your soul and feeling into what authentically do I want to contribute here? And how can I show up in a way that I'm proud of later? That's what really matters. How can I show up in a way that I'm proud of later? That's what matters. Your highest revenue month is not what you're going to think about on your deathbed. You're going to think about the people whose lives that you've impacted and the ways you showed up that made you proud.

So your authentic contribution for me, I wrote a post today. I was very much, of all, the other thing, side note, is that the post that I wrote was for myself. I wasn't like, I am leading my followers and I need, they must be informed through me. I wasn't thinking about that. I was in my own heart. I was in my own soul. And I felt the outpouring come through of the things that I just wanted to say. And I posted it for me.

I didn't post it because anyone expected it. didn't put any pressure on myself to post. Easily, it's the weekend right now, I easily could have not posted. I even had a post ready that was already written that I could have posted that was connected to a launch that I'm doing and everything. But the other thing is when you are feeling feelings and you just cram them down or ignore them or turn your back on them, then you are creating more energetic baggage within your system. You're actually clogging up your channel. You're actually clogging up your magnetism, you're actually blocking your magnet and your signal that's gonna reach your people and you have to carry that now.

Alchemizing the energy into a creation is art. You know that quote like the highest step where the next stage of healing is becoming an artist. When there are feelings you can transmute that into a creation and that creation can serve people in some way it can serve people So when you drop in what is authentically within me?

And it doesn't mean you need to speak about politics. If that's not authentic to you, you don't have to do that. If you know, like, hey, because I know something a lot of people say and think is like, well, I'm not informed enough and I don't want to speak on something I'm not informed on. You don't have to. Who's saying that you have to? That's once again, overly focusing on what other people think instead of asking yourself, if you know that the world is aching, what do you want to say to that aching world? You don't have to make it political.

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It is political, the things that are happening, it is political. And I think it's a good idea for all of us to become more informed. But you in your medicine could be that you have a grounding freebie and you share on your story, wow, my heart is aching for this world. Whatever is authentic to you. And you say this, you know, if anyone needs some extra support, I have this grounding freebie. It can be as simple as that. You're contributing, you're in connection to the field that connects us all instead of turned your back, close your eyes, close your ears and just go somewhere else.

Because the flow between you and your people is strengthened and the trust between you and your people is strengthened when you show up in some way. And maybe what's authentic after you've dropped in and you've really felt into your emotions and felt into the field, maybe what's authentic is that you take the day off. Maybe what's authentic is that you don't share anything. Like there's no, I'm not here to tell you what action you should take.

I'm here to invite in new ways of engaging with the atrocities and the challenges that happened in the external world during this time of the great change, because they're not going anywhere yet. We're not even anywhere close to as bad as it could get to be perfectly real with you. Revolution is a very extreme experience. So how do you, how does your voice, how does your medicine want to be a part of that?

I gave an example in my membership, the Star Stream, of like, if you're a breathwork coach, you could make a little video of like, here's a really grounding, just like pause for like 20 seconds, pause with me for a moment. Here's a really grounding breath work that you can do to support your nervous system in this time of great change. It could be that you don't have to have a stance. If you're still in this paradigm thinking that I need to have a stance or I shouldn't have a stance or what are people gonna say?

I just wanna repeat again, that whole thing that you're plugged into in the mental, on the mental plane of all stuff about what other people would think is below you. It's literally beneath you. And the sooner that you realize that, the better. The sooner you just get back into your heart, let the emotions that you're feeling and the grief and the pain actually move through you so they don't get stuck clogging your channel and blocking your magnetism and your signal. The sooner you have stepped into the seat of leadership, leadership isn't knowing exactly what to do.

Leadership isn't knowing everything about every political fucking this, that and the other. Leadership is not you're on a pedestal and everyone is below you. It's about you leading

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yourself and being a part of the great change. That's what it means to me in terms of new earth leadership, which if you're listening to this, you have a place in that and your place might not look like mine, but you have a place in it. Sharing from my heart, once again, it's the weekend. I wasn't planning on doing these things, but I could feel it within me.

And me expressing it is just as much for me as it is for anyone else because it moves the energy and it keeps me sharp and it keeps me on my evolution and growth edge. And I don't know what's gonna happen next and I don't have all the answers, but I'm gonna be here inquiring. I'm gonna be here with my heart and my soul. I'm gonna be here with my voice and I'm gonna be here with the truths as they move through me. So whatever your version of that is that is authentic to you, I invite you to lean into it.

And I invite you to challenge the comfort zone that sometimes that we get into when it comes to what it means for us to be in the public eye or have personal brands and these things in the world happen. We're not news channels, right? We're not here to report the news of what is going on or to speak on every single thing. Even if people in the comment section want to be like, now you're speaking on this. You didn't speak on this. Like I got quite a lot of that.

You know, because I speak really strongly on the things that I feel the most passionate about. I'm not the news. I'm not here to speak on every single thing, you know, and it really exposes other people when they, their own page is hardly speaking about anything and they're definitely not speaking about every single cause. And how they want to spend their energy is to call out people who didn't speak about the Senate. It's like, that's below you to keep letting that possibility of that happening influence the actions that you're taking in your business.

Is it annoying? Yeah. Can it be hurtful and disregulating? Yeah. But our nervous system healing is our responsibility. And it only benefits us to keep doing that because the world is still so rapidly changing that if your nervous system can't handle it now, without healing, how is it gonna be in three months from now, six months from now next year? Because there's gonna continue to be quite a lot of change and quite a lot of disruption in the way that we live because the way that we live is entrenched in the old world. We know a new earth is coming and yet we've built our lives in the old world.

That's gonna be very challenging to our nervous system. So nervous system regulation, so important. Okay, so let me wrap there. Thank you so much for listening. I'd love to hear if this resonated with you and I will see you in the next episode.