

How to Create a Vibrant

SUSTAINABLE COMMUNITY

10 Essential Steps To Support You and Your Tribe



BEGIN WITH A WORTHWHILE MISSION THAT FULFILLS REAL NEED.

The world needs visionaries – people who can foresee future needs and can envision a path to filling those needs. Spend time crafting your mission statement. The written statement is very important – it is the first material building block of your community. The simpler, the clearer, the more concrete, the better! A well-written mission statement becomes a touchstone for leaders and community members alike, acting as a bridge between the vision and the material world.



TURN ABSTRACT ASPIRATIONS INTO CONCRETE ACCOMPLISHMENTS.

Ideas are two-a-penny. The capacity to transform an idea into a real and useful dynamic that serves us – now that is rare! If you have that capacity – which comes from a combination of vocation, talent and personality – then you will feel the call to duty. The vision is the abstract image that inspires. A well-developed vision provides a strategy for manifestation. The brief of the community is to turn this vision into reality.



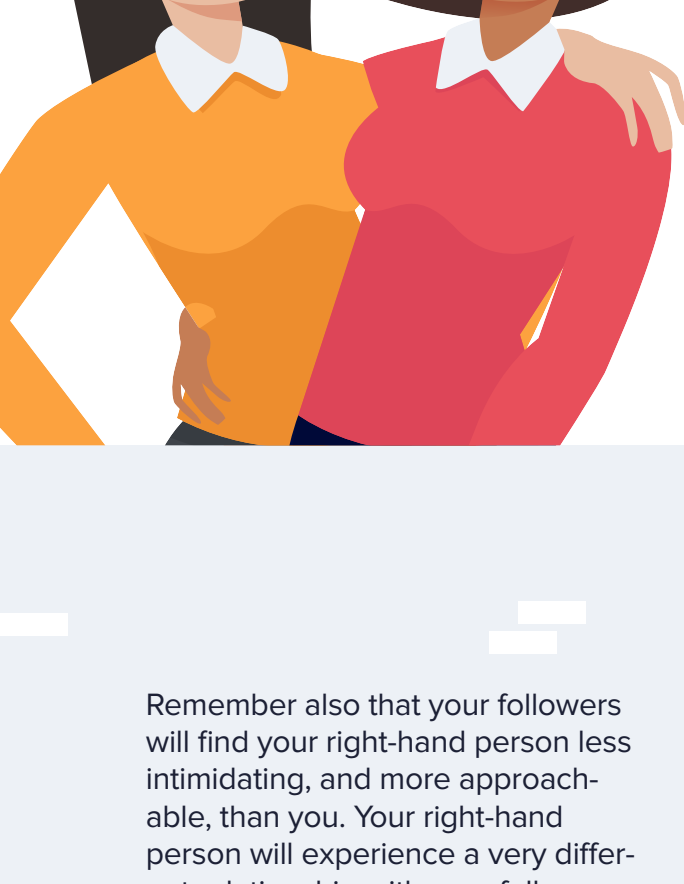
CONSCIOUSLY BUILD YOUR UNDERSTANDING OF LEADERSHIP.

Distinguish between leadership and management. Inform yourself about different kinds of leadership and be insightful about your leadership style. Be of good character, demonstrate integrity, be authentic, add value. Attend to your leadership weaknesses. Many founders are pushed out of the very community they have founded once the community outstrips the skills of the leader.



APPRECIATE YOUR RIGHT-HAND PERSON.

Your right-hand person is the person who "leads and supports" you in the idea of forming a community. This person is also your first follower, and as such the leader of following you. Honor and respect your right-hand person. Your followers will have much more in common with your right-hand person than with you. There can and should be only one head leader to a community. Anyone that is more like you can potentially become a challenge.



Remember also that your followers will find your right-hand person less intimidating, and more approachable, than you. Your right-hand person will experience a very different relationship with your followers – more relaxed, more friendly. If you're looking for friends, go join a community where you can be one of the followers instead of being the leader. Accepting your role as leader means accepting being set apart. Your followers will identify with your right-hand person as a fellow-follower, and if you openly show your regard, all your followers will feel the glow.



BEGIN WITH A SMALL, CORE GROUP OF INTERESTED PEOPLE.

No matter how large a community you would like to build, begin with a small, committed group of people you enjoy being with. It is the energy of this group that will attract more people. The evolution of your community depends as much on who is attracted to the energy of your followers, as on you. Birds of a feather flock together. Begin with quality, not quantity. Once begun, the process takes on a life of its own, and is mostly beyond your control. That's why you must give great leadership right from the very beginning, and continue this high standard as you navigate all the twists and turns, and ups and downs, of community development.



FOR YOUR VISION AND FOR PROBLEM-SOLVING, THINK OUTSIDE THE BOX.

The whole point of creating something new ... is well, to create something new. Nothing can be entirely new or different, because that isn't possible and isn't even desirable. However, there should most definitely be innovative elements. To be innovative, you want to think divergently, not convergently, and that means thinking outside the box. Being able to "think differently" is a major aspect of leadership and what attracts followers. The ability to express "new and original" is very impressive! This is the very inspiration that potential followers are seeking.



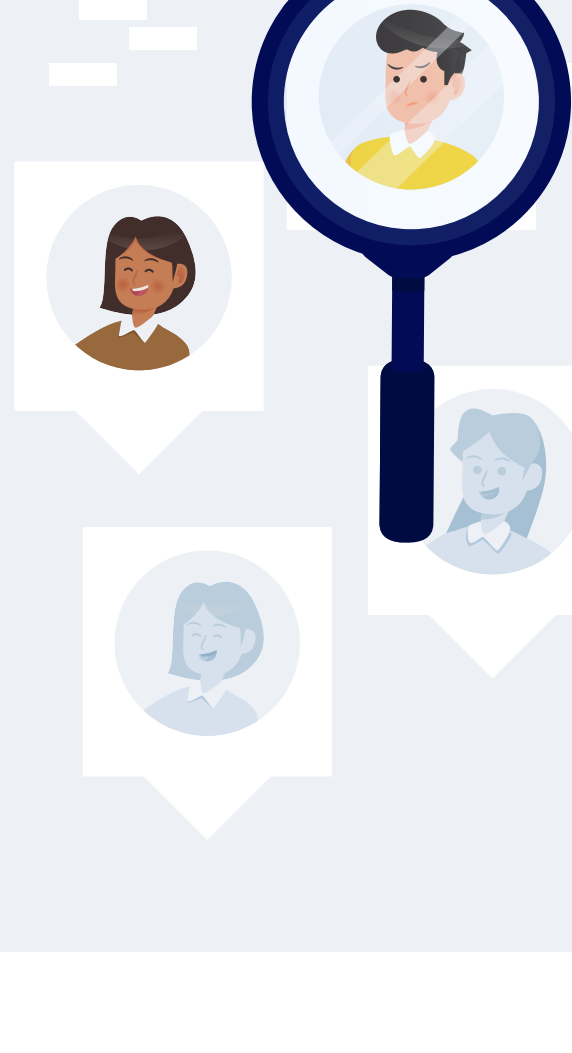
FOR BUSINESS AND FINANCES, FOLLOW THE TRIED AND TESTED CONVENTIONS.

When it comes to money, follow the rules. The rules embody wisdom that have been tried, failed, analyzed what went wrong and figured out a better way. Do not flout these conventions that have been forged by the experiences of those who have gone before you. Do your research, do due diligence, run the numbers. If you don't know how, get expert help. It is imperative to operate according to sound financial principles. Here's a not-so-funny truth that sums it up: "We start with a vision and end up fighting with the bookkeeper." Nobody enjoys feelings of deterioration, shortage and mismanagement. To keep afloat you need money. People want to feel secure. Money requires good management – follow the rules!



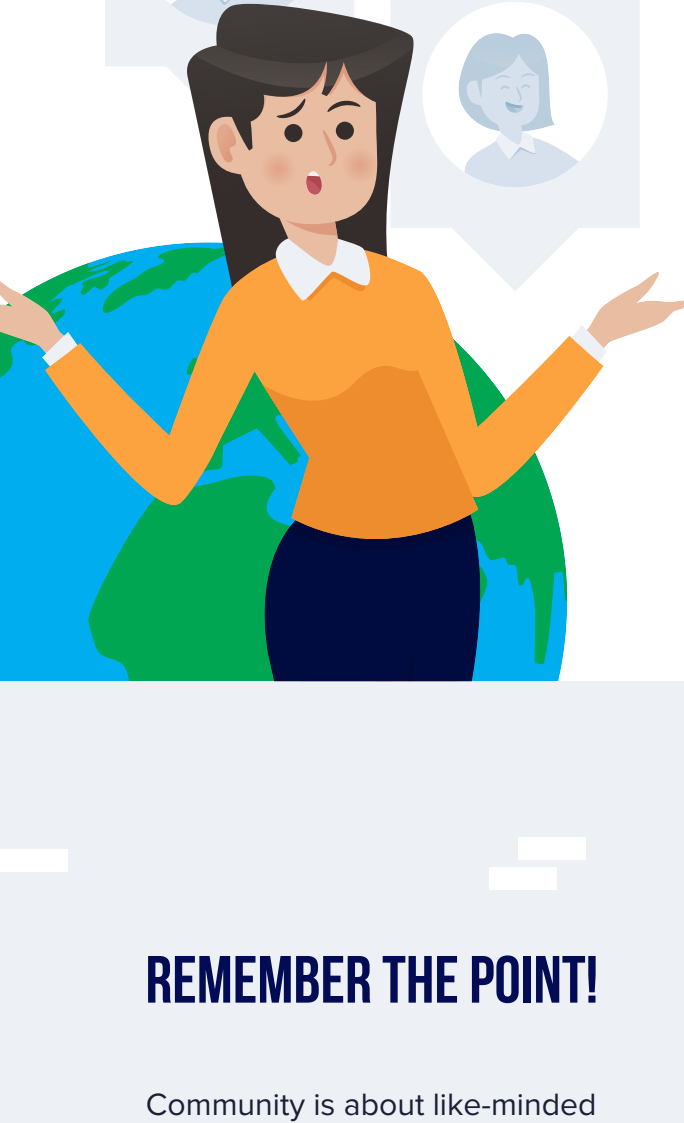
EXPECT SOME PAIN AND DISAPPOINTMENT.

Learn about the technicalities of group dynamics and the psychology of people who follow. Human behavior follows distinct statistical patterns. Once your community reaches a critical size, it will split. Often, the split will be led by someone you allowed into your inner circle who has worked to gain your trust. Betrayal is a building block in every community. This is neither good nor bad, it just is. And there's no way out. If you don't want some difficult interpersonal experiences, then don't take up a position of leadership. And remember this: when that day does come when your community splits and a group leaves, let them go without regret or rancor. It's a form of pruning that ensures the quality of your community. Very importantly, don't try to please those who have already left. If there are constructive changes to be made, listen to your loyal followers regarding what those need to be. Attend to the needs and desires of those who have stayed.



DON'T CONFUSE FAME WITH TRUE ACCOMPLISHMENT.

Fame and adulation may make you feel good, but have you added value to the world? True accomplishments add value, help others and create a legacy for future generations. More often than not, the authors of true accomplishments are anonymous to us. A community built on the leader's personality can only survive for a limited period of time. In any case, community built on a personality is a cult. Substantial content that makes a difference – that's the ideal goal. And whatever you do, do it well!



REMEMBER THE POINT!

Community is about like-minded people coming together for a common purpose – so that they can be together and have meaningful, uplifting experiences. The social aspect must, by definition, be the very most important aspect of any community. No matter how serious your mission is, remember to have fun, have parties, celebrate!



Born in South Africa, Vivien moved to Cincinnati, OH, USA, summoned by a vision. As a teacher, healer and author, her personal mission is to help people develop their potential. Perceiving a need for Healing to become a recognized profession, she founded FourWinds Academy for the Healing Arts & Sciences in 1999. In 2020, Vivien published The Complete Guide to Crystal Surgery an award-winning textbook. Her memoir, Everyday Magic (2020), tells the story of growing up in South Africa, being mysteriously called to Cincinnati, and founding FourWinds Academy.

<http://www.4windsacademy.org>



YOUTUBE

Crystal Surgery and
Crystal Healing Techniques:



FACEBOOK

FourWinds Academy



LINKEDIN

Vivien Schapera