



The Shared Abundance Philosophy

A World of Giving is A World of Receiving

By Bob Johnson, Founder of Leadersearch

Bob Johnson, CEO of Leadersearch, is a renowned executive coach who is pioneering the evolution of professional coaching in the executive ranks. Bob's "Shared Abundance" philosophy advances abundance theory beyond the traditional concept of being in a constant state of receiving. Bob teaches people to get into the action of giving first. This concept is called **Shared Abundance**.

Abundance is the state OR condition in which there is more than enough. An abundance mentality states OR holds that there are plentiful resources available to everyone. By contrast, a scarcity mentality means that we believe in scarcity, that we evaluate our life in terms of what it lacks. If we dwell on scarcity, our energy is focused on what we do not have, and this continues to be our experience of life. We live a 'less than' life – less than what we want and less than what we are meant to have.

Shared Abundance is a philosophy that teaches that a world of giving is a world of receiving. It eliminates the concept of competition, the scarcity mentality, and the belief that resources are limited and finite. The scarcity mentality holds that, for example, if my neighbor receives something I need, it takes away from the 'universal pot' and that limits or prevents me from getting it. A key principle of Shared Abundance is that all resources are available to all and the more you give, the more you will receive. And...the more you share, the more you will receive abundance by sharing. The basic tenet of Shared Abundance is that all resources are available to all people. This tenet underscores the 5 key principles of Shared Abundance.

Key Principles of the Shared Abundance Philosophy:

- The More You Share, the More You Will Receive
- Competition Only Exists in the Scarcity Mindset
- Aligning with Your Greatest Competition Will Bring You the Greatest Success
- Both Scarcity and Abundance are Self-perpetuating
- Give Back Before You Are Successful

Spreading the Shared Abundance Philosophy:

Bob teaches the Shared Abundance Philosophy to professional coaches and organizations around the world. Coaches who directly touch corporate organizations and embrace the Shared Abundance Philosophy will create a paradigm shift in organizational cultures, as well as every employee, vendor and competitor that those organizations reach. Independent Coaches who embrace the Shared Abundance Philosophy will find their business has greater reach and impact.

Shared Abundance in Organizations:

Organizational cultures are ready for a profound transformation. Coaches who practice the Shared Abundance Philosophy have the opportunity to teach this philosophy in organizations. Traditional business models operate vastly in scarcity mentality and are fiercely competitive. In this traditional model, return on investment is focused primarily to the shareholders. In the Shared Abundance model, the return on investment is focused primarily to the employees. Shareholders ultimately gain greater value by putting the emphasis on the employee. If the employee feels that the company is giving to them first, their performance skyrockets. In turn, the company earns more revenue benefiting the shareholder.



Shared Abundance among Coaches OR in Independent Coaching Businesses:

Independent coaches often let their business die by holding tightly onto what little pieces of work they can generate instead of a sharing mentality around their work. They hold on to certain aspects of their business that would be better managed/handled by someone else or they say 'yes' to certain clients when both would be better served if they referred those clients out. As well, they may hang on to clients when it's really time for the client to move on. They feel if they let the client go to a coach that has a better fit then their business will fail. In fact, in the Shared Abundance Philosophy the exact opposite is true. The more you share, the more you will receive abundance by sharing.

When applying the Shared Abundance Philosophy, no coach works independently. This might mean serving the client by referring them to someone else who is more suited or qualified for the specific clients needs. Or partnering to create the greatest good for the client. This in turn eliminates the scarcity mentality, which ultimately would hurt the client and hurt the coach's overall business. Each coach practices "coaching for the good of all".



Bob is spreading the Shared Abundance Philosophy through his work with the International Coach Federation (ICF), International Consortium for Coaching in Organizations (ICCO), and as SAO (Shared Abundance Officer) of Leadersearch. Leadersearch works with top executive coaches internationally to provide the best possible coaching to each of its organizational clients. Bob has trained in a coaching methodology compatible with his philosophy, Intrinsic Coaching™, through Totally Coached, Inc.

For more information on the Shared Abundance Philosophy or Bob Johnson, visit www.leadersearch.com.

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