**BRIAN R. WEINBERG**

**PERSONAL GUIDING PRINCIPLES**

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| **CORE VALUES** | **GUIDING PRINCIPLE STATEMENT** |
| **Integrity****“My word is me.”** | I regard my word as myself. I say what I mean, speak only when necessary, and always do what I say. For others, this is experienced as honesty, transparency, and trustworthiness. For me, this is alignment to my true essence and holding space for myself each day to “tend the garden.” If ever something obstructs this integrity, it is my duty to clean it up. I regard my word as myself. “My word is me.”  |
| **Crisp****“This requires planning.”** | I am crisp in each moment. Being crisp means one is cool, calm, and collected along life’s journey. A crisp person witnesses and manages oneself internally, experiences empathy for others, and acts moment to moment with this collective perspective. As a crisp person, I show up prepared & composed, work smart + hard, and produce quality outputs. To this effectively requires planning time for body, mind, and spirit. I am crisp in each moment. “This requires planning.” |
| **Playful*ness*****“Cowabunga, dude!”** | The time to play is now. The presence of fun and laughter in your life is underestimated. The fully expressed you is the best gift one can give to the world. It makes people want to be around you. It makes you want to be around you. This playfulness is cultivated in art, child-like mindsets, music, dancing, travel, creativity, the feminine, and radical presence in each moment. The time to play is now. So smile on. And “cowabunga, dude!”  |
| **BE-longing****“BE HERE NOW”** | I BE-long to the “Tribe of Brian” and the world. My love for humanity is Unconditional whoever you are. These relationships amplify my life’s experience as I seek out how I can be of service and experience quality times. A relationship requires one to show up; both be present and physically present. This includes the relationship with myself. Note that presence and emptiness of mind are directly correlated. I BE-long to the “Tribe of Brian” and the world. “How can I help you?” is the how this tribe’s drummer steps. To do that, I must “be here now.” |
| **A-bun-dance****“Ask for what you need”** | What one asks of the world limits one’s capacity to receive. I must receive graciously and not deny a mindset of A-bun-dance for that of fear. A car needs gas to go. Your car – a life of service -- must go far. Fill up the car. Receive what is necessary -- love, wealth, blessings, community, happiness -- and available within you. But do not seek just to seek as wanting only leads to more wanting. One must balance the tensions of wanting and self-care. Turn expectations to preferences. What one asks of the world limits one’s capacity to receive. So you must “Ask for what you need” to carry out your work. |
| **Grow-th****“Sponge it up”** | I don’t know what I don’t know. And I can’t see what I can’t see. Often times, we miss details in life’s many raisins that can be relished upon further examination - in each moment. Attachment to an expectation (be it I love you too, great job, etc) instead of simply witnessing what is and paying attention to those details pushes us to overlook growth opportunities or the deeper wisdom - in each moment.  This requires self-authoring around challenge (and situations that require resilience) anew. I don’t know what I don’t know. And I can’t see what I can’t see. Be curious. Sponge it up. |
| **Faith****“Trust the Universe”** | There are forces at play among us with all knowing wisdom and beauty that I cannot begin to comprehend. Everyone is One and everythingisconnected. Even this, right now. My relationship with my Divine is a guide to the realization of my highest potential. “Dame un dia mas para hacerlo mejor, dame un dia mas para sentir el sol.” There are forces at play among us with all knowing wisdom and beauty that I cannot begin to comprehend. I must trust the universe. |