

WELCOME TO OUTDOOR UNIVERSITY®
**The Art of Feng Shui in the
Specialty Retail Environment**

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Presenter



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Presenter



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Transformation
Specialist

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In This Feng Shui Presentation

- Discover the ancient art of Feng Shui and how it can impact the outdoor specialty retail business.
- Hear which industry leaders use Feng Shui to maintain their edge and increase profits?
- Learn the basic principles of Feng Shui and how it impacts every aspect of retail business.
- Use the Bagua map to identify what areas of your business require attention, more energy or change.
- Learn the “Nine Elements of Impact” for your business.
- Get results by using simple, but powerful strategies outlined today.

Feng Shui in the Specialty Retail Environment

- What is Feng Shui
 - Success examples
 - Five Elements
 - Essential Bagua
- Nine Elements to Boost Your Business
- Get started today



Feng Shui in the Specialty Retail Environment

FENG SHUI



“The art of living in the flow of nature”

Who Uses Feng Shui?

Fortune 500 Companies

D.R. Horton Homes

Federal Express

Honeywell

Fuji

W Hotels

Hyatt Regency

Intel Corp

Eli Lilly

Motorola

Walt Disney

Nike Corp

Shell Oil

Coca Cola

Trump Tower NYC



Trump Tower Columbus Circle, NYC



MGM Grand Entrance, 1996



lasvegaskgateway.com

MGM GRAND, 2010



The Five Element Theory

- Five natural elements that create our environment, shape our personalities, and impact our health, activities, and lifestyle.
- Water, Wood, Fire, Metal, Earth

WATER



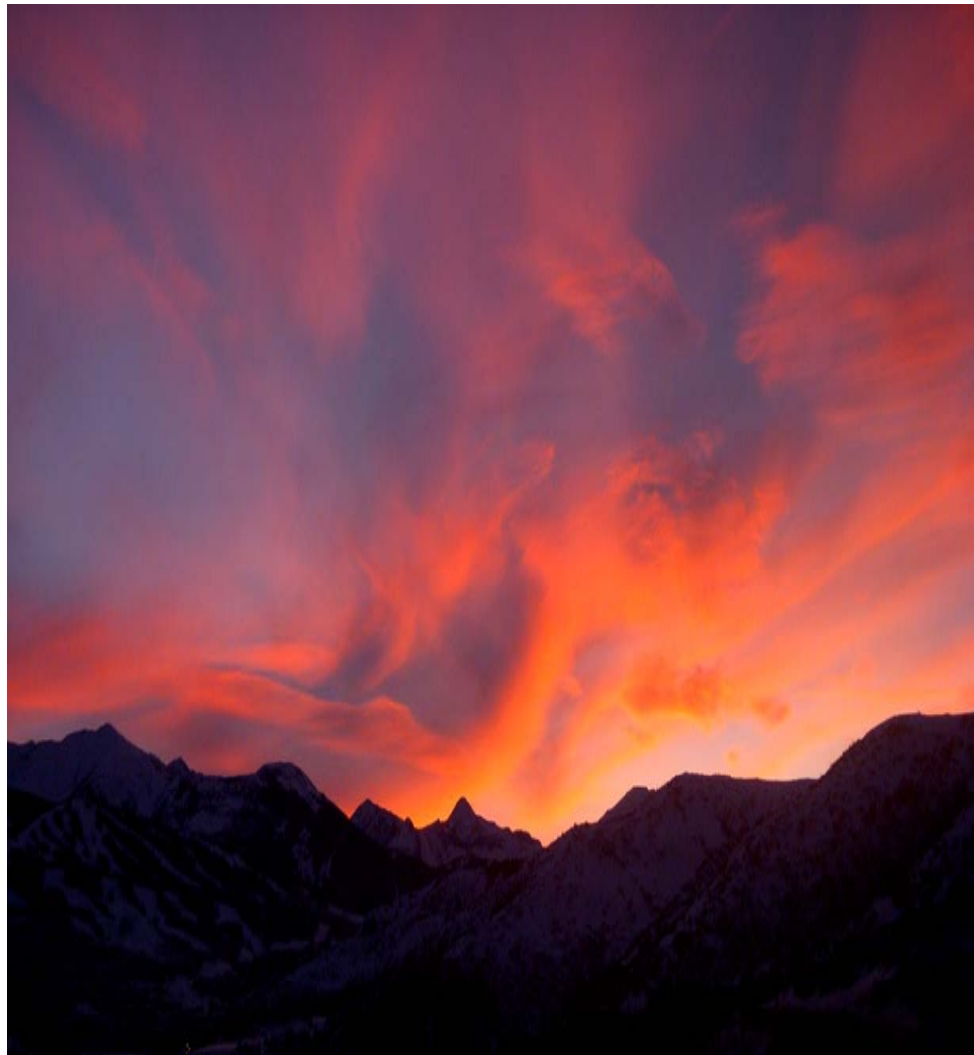
xtremesport4u.com

WOOD



vistawallpaper.com

FIRE



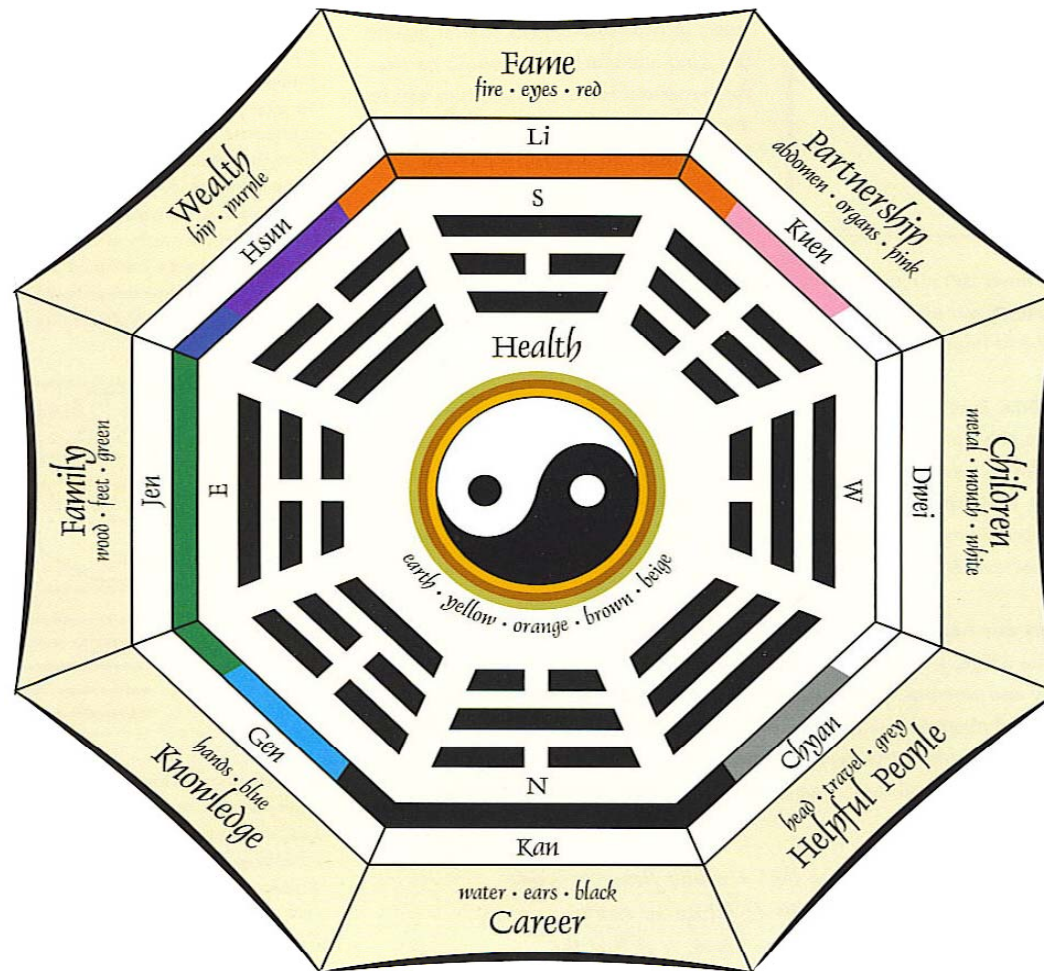
METAL



EARTH



The Bagua



WEALTH

PARTNERSHIP

FAME

FAMILY

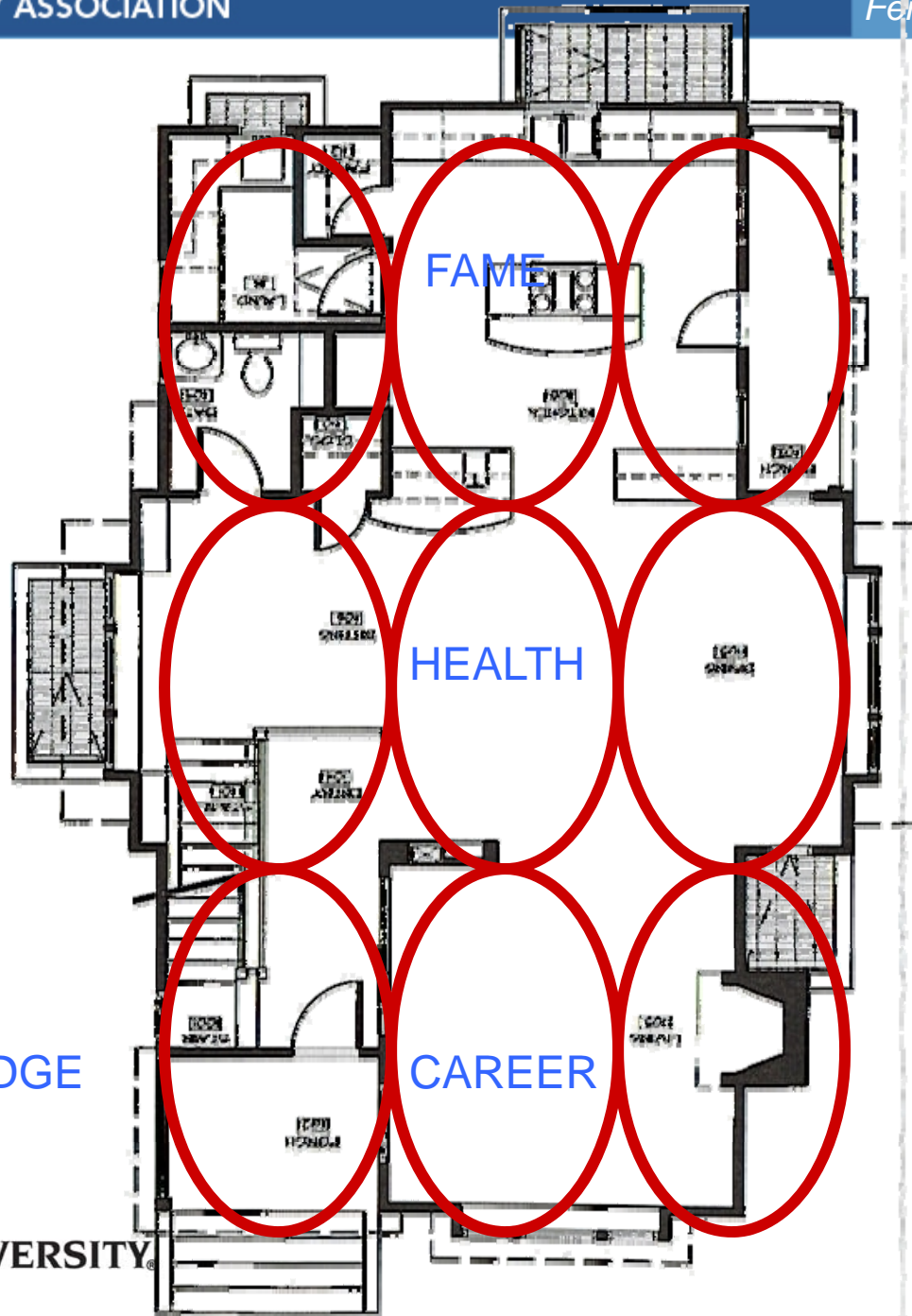
CHILDREN

HEALTH

KNOWLEDGE

HELPFUL
PEOPLE

CAREER



Nine Elements to Boost Your Business

1. Attract
2. Entice
3. Engage
4. Entertain
5. Educate
6. Efficiency
7. Economy
8. Integrity
9. Intention

1. Attract

- How do you greet the world?
- Can your customers find you?
- How do your customers see you?

IT ALL STARTS AT THE FRONT DOOR!



WILDERNESS EXCHANGE,
DENVER ,CO



DECADE, DENVER, CO



2. Entice

- Does the store welcome you in?
 - signage and color
- Is it easy and interesting to navigate?
 - open space, clean, visual...
- Can the customers find what they are looking for?
 - merchandising, pos, lighting...





HEY DAY, BOZEMAN, MT



NORTHERN LIGHTS, BOZEMAN, MT

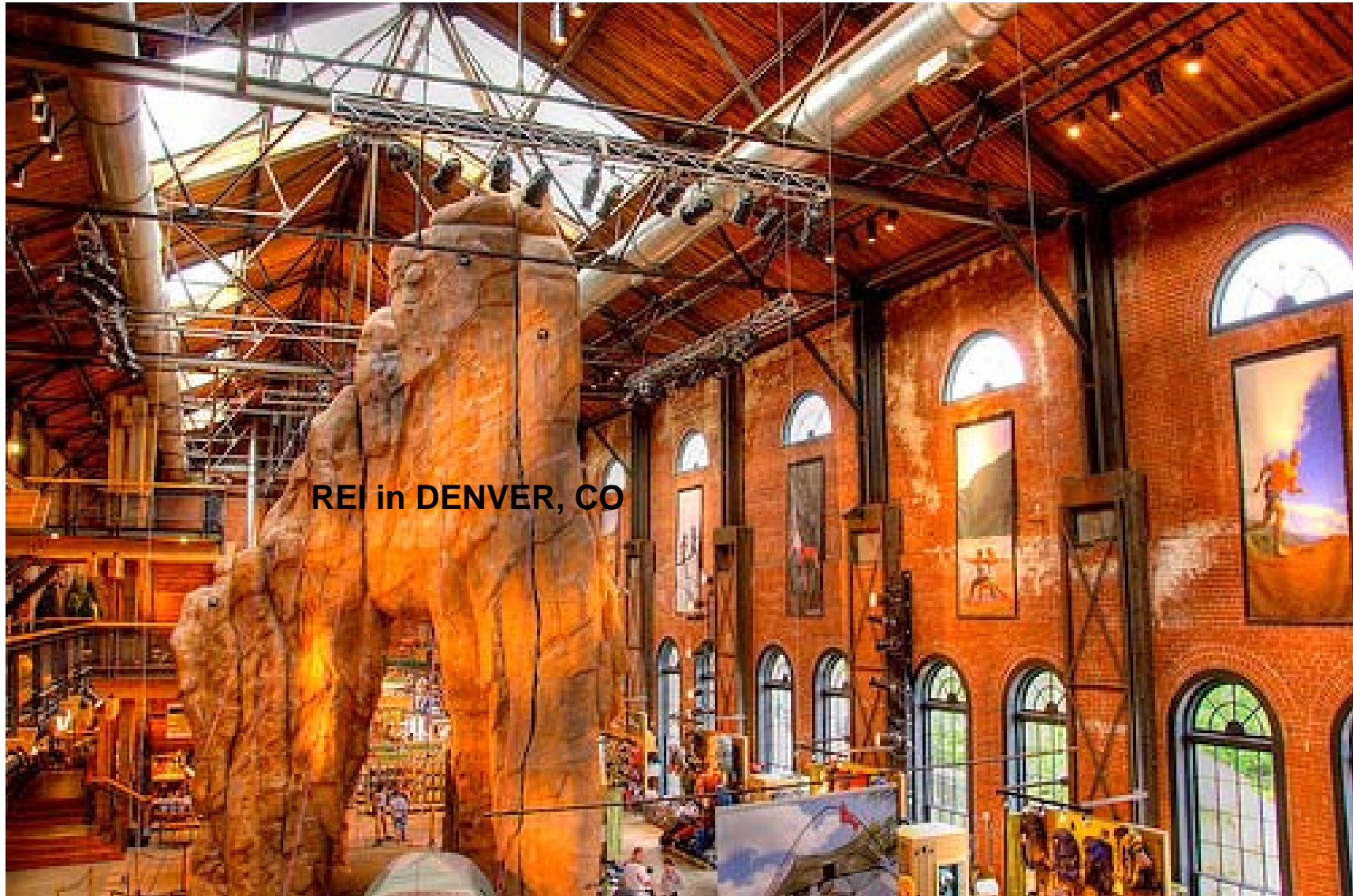


NORTHERN LIGHTS, BOZEMAN, MT

3.Engage

- Does the “CHI” (Qi) embrace your customers?
 - What is CHI? - Life force
- Are all their senses activated?
 - Sight, sound, hear, touch, smell.
- Are your customers committed to the experience?

It's all about the energy!



REI in DENVER, CO



**BARREL MOUNTAINEERING,
BOZEMAN, MT**



THE GREAT ROCKY MT TOY CO.
BOZEMAN, MT

4. Entertain / Relationships

- What do your customers need to know?
- Do they want to stay in your store and participate?
- Do they feel their needs and wants are met?

How you do business with anyone, is how you do business with everyone.

The New Belgium Brewery Company



5. Educate

- Do your customers know the value of what you sell?
- Do your employees know your products and your customers?
- Do you know your market, and where it is going?
–New Trends, Technology, Are you asking?



REI- Pack Fitting

6. Efficiency

- Does the energy move easily through all areas of your store and business?
- What about storage areas, office space, bathrooms, employee area?
- Are all your systems up and running well?
- Are you in the business “of the business?”

Remember, out of sight is not far enough!



BANG TAIL BIKE SHOP
BOZEMAN, MT

WEALTH

PARTNERSHIP

FAME

FAMILY

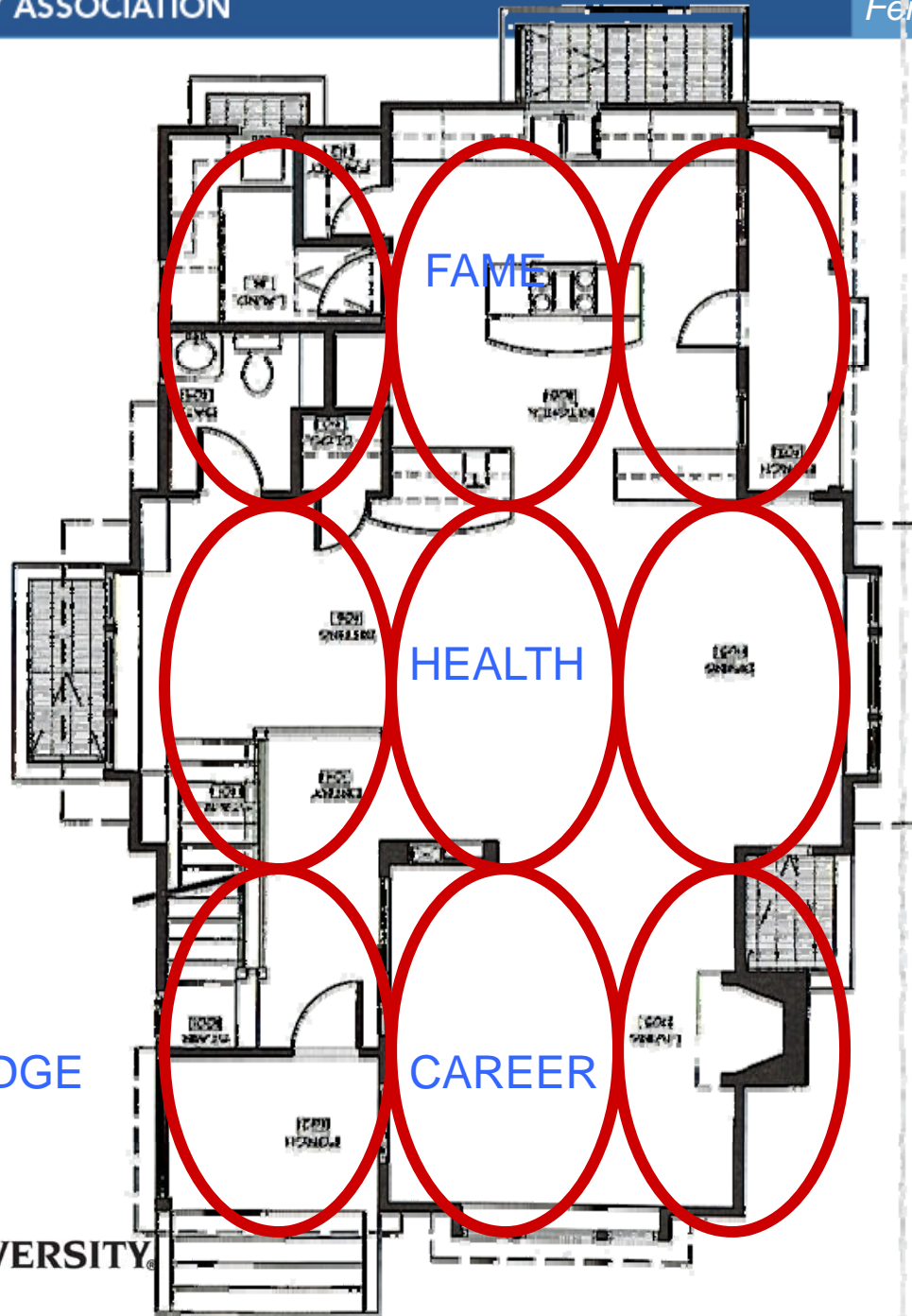
CHILDREN

HEALTH

KNOWLEDGE

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CAREER



7. Economy

- What is your cash flow?
- Where is your cash register or P.O.S?
- Are your profits being flushed?
- Are you creating your own economy?

WEALTH

PARTNERSHIP

FAME

FAMILY

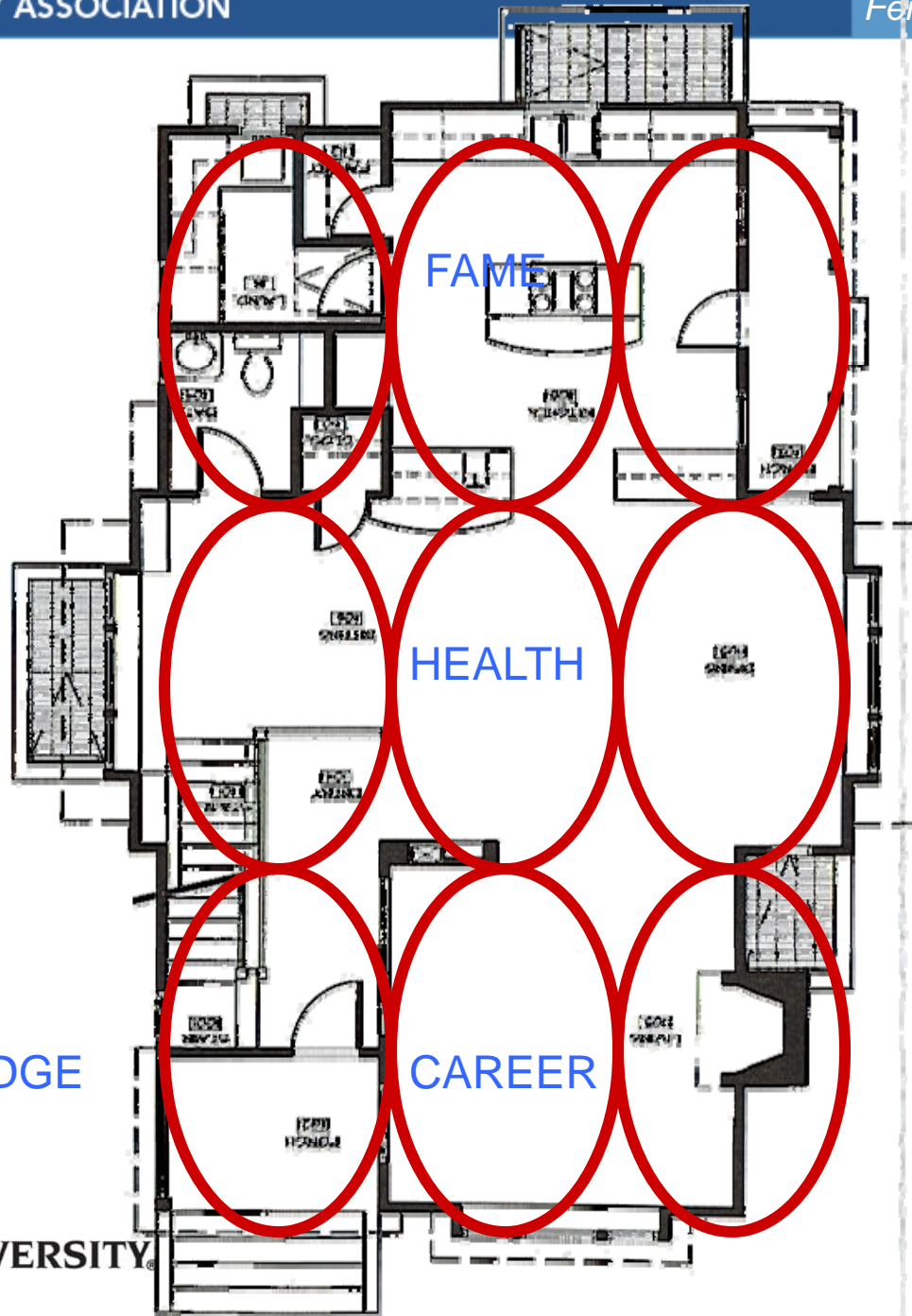
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8.Integrity 气节

- Do your businesses, products, employees, and policies represent value, quality and right action?
- Are you providing the best service you can?
- Are you good for your word?

9. Intention 意图

- What vision do you hold for your business?
- How do you intend to impact the market?
- Is your intention in sync with your lifestyle?
- What steps are you taking to make your move?

Get Started Now!

How can Feng Shui take your business to the next level?

- Start at the front door.
- Add energy to the space: sound, videos, plants, movement.
- Get non-verbal communication flowing.
- Begin it now!

Take the next step

Join Susan Hayward

Wednesday, September 15, 2010

7:00 pm MST

For a **FREE** Tele-Conference to:

- Identify your problem areas that block cash flow
- Revitalize stagnant energy that is slowing you down
 - Increase your client base

To reserve your space and for dial in information

Contact SUSAN HAYWARD

presentnowmoment@gmail.com

970.379.7686

顯密須雙脩。漸頓
 時悟禪淨。都委學儒
 道更有助。入世兼出世。氣
 理兩頭顧。色空俱道形。方
 識學佛路。



悟

誰是贏家誰是輸。聰明
 到底也糊塗。勸君細嚼斯
 中味。妙語玄機悟有無。
古稱怪叟林石。錄舊作。各各
 問悟道詩。



佛分大小乘。覺已覺人殊小
 慧根。辨利鈍。成敗定於初生。
 滅隨緣。至枉費笑與哭。人世
 常代謝。浮雲卷舒。

癸未端午。殊書悟字。並錄雲石舊作兩首。以示
 慈集班同學。及寺院精舍同修。兼祝觀者順念者
 安。得者忘者。主訂。 金石居士林石。

Questions?

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		 ROCK / CREEK	 rutabaga.com rooted in the outdoors	 WHAT'S UP public relations

OIA Outdoor University® is an affiliate of SNEWS® Retail College

Join us for the next Outdoor University® Webinar

Marketing Your Locally Owned Business

Presented by: Rod & Sharon Johnson,

Midwest Mountaineering

Wednesday, October 13, 2010

2:00 - 3:00 p.m. (Mountain Time)



Work Cited

- The wisdom and content of this powerpoint is provided by Susan Hayward.
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Thank You