



PRESS RELEASE

30th March 2007

How Passion for the Planet doubled its income by using the power of Feng Shui.

Passion for the Planet, the UK's only health and environment focused radio station, doubled its income after using the principles of Feng Shui in its London offices.

Four years after its launch in 2002 the Directors felt it was time to re-inspire the staff and get everyone motivated about the company's future.

"The offices had been Feng Shui'd when we launched in 2002 and we'd been impressed with the results. The working environment was very comfortable and that had been the initial aim as we all knew we'd be doing long hours! Four years on we wanted a more dynamic feel. We were entering a new era in the company's life and wanted this to be reflected in the energy in the office." said Passion for the Planet's Managing Director Chantal Cooke.

So Chantal called in Feng Shui expert Marie-Claire Carlyle.

"The office was perfect for a new start up. It was comfortable, and encouraged hard work, it was a place that would attract people and make them feel good about the company, but it didn't reflect the direction of the company or its future growth, so this is what we focused on." explained Marie-Claire.

First everyone got together to perform a space clearing to lift the energy of the office and to usher in a new era for the company.

The reception area was very dramatic and included a seating area for guests, but the seating area was superfluous as there was an excellent waiting area outside the office. Tea and coffee making facilities were also located in the immediate view of the entrance giving a rather confused first impression of the business.

Most relevantly, the entrance to the offices represented the "journey/career" area of the business, an area that needed to be nurtured with water, and with metal to feed the water. It also needed to be kept spacious and clutter free to allow plenty of new energy (in other words, money, customers, ideas etc.) into the business.

To the right of the entrance lay the "Helpful Friends" area. As attracting new partners was a key requirement for the business, Marie-Claire wanted to bring some metal energy in to this area. This was achieved by placing gold coloured screens over the shelves, thereby creating a tidy clutter free feel to the entrance.

In addition Marie-Claire and the Passion team cleared a lot of the clutter from the future area of the office and the creativity area, to allow new energies in. By placing a white board in this area Passion could now start to capture the new energy coming into the business. This area naturally became an ideal area for brainstorming.

Another white board was placed in the "relationships/customer" area of the office to capture all sales achieved. Being aware daily of the sales achieved reinforces the progress made and works on the subconscious levels to manifest more sales. Working on the same principle Marie-Claire recommended framing a number of positive articles that had been written about Passion and placing these on the walls - the subconscious believes what it sees.

"In general the office had a very relaxed feel to it with plenty of plants and natural colours. One could understand why so much time was spent in the office by the company owners. However the environment needed some fire energy to get things moving! We painted the Fire area a bright red and "fed the fire" with wooden blinds. The Fire area of an office supports a company's sales and PR. Essentially increasing the Fire energy will have the effect of getting the company more in the public limelight!" says Marie-Claire.

"The office felt so different afterwards and we all felt re-inspired and ready to take on the new challenges." said Passion's Chantal Cooke.

In the 12 months following the consultation sales have doubled, new opportunities have presented themselves, the company has attracted new partners and is currently expanding.

Notes for Editors:

Passion for the Planet broadcasts to London and the south of England on DAB Digital Radio. It is one of only a very small number of independently owned DAB radio stations in the country. It is also the UK's only radio station to focus on health, the environment and alternative solutions. Passion for the Planet is also the only station to play a mixture of music from around the world (a proportion of the music is non-English language) aimed at an adult (30+) audience. www.passionfortheplanet.com

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