

THE 7 PRINCIPLES OF THE AMARE WAY

From the Book

*The Amare Wave: Uplifting Business
by Putting Love to Work*

By Moshe Engelberg, PhD



#1 IN THE AMARE WAY MINI-EBOOK SERIES

PUTTING THE POWER OF LOVE TO WORK

The Amare Way is not simply a concept. It's a practical framework for doing business better by leading with love.

Each of the 7 Principles of the Amare Way below are pulled from my new book, *The Amare Wave: Uplifting Business by Putting Love to Work*. I hope these principles inspire you to put more love into everything you do.



Want help putting the power of love to work in your business? Email me to set up a complimentary call, and within 15 minutes we'll create 3 "amare" ideas to do just that.

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PRINCIPLE #1

TREAT ONE ANOTHER WELL

The first principle of the Amare Way takes us back to the Golden Rule we learned as children: treat others how you'd like to be treated. Not just your customers and employees. But everyone!

When tensions are high and tempers are hot, it can be hard to actually remember to put this into practice. Try these tips:

- 1) Slow Down: Allow yourself a full breath in and out to give yourself space between action and reaction. This helps stop knee jerk reactions (which we might come to regret) in their tracks.
- 2) Offer Compassion: Right now, we're all navigating tough challenges. To lead with compassion, ask questions, offer advice kindly, and hold space for others to be vulnerable.
- 3) Above all, remember Amare (love): Be grounded in a desire to better each other's well-being. Which starts with you loving you.



PRINCIPLE #2

INSPIRE CONNECTION

We all want to be seen, cared for, respected, and appreciated. And we want to make a difference. Here are three powerful mental shifts you can make to inspire connection:

- 1) When you ask someone how they are, really listen to their response. And not just listen with your ears, but with your mind and heart.
- 2) Suspend judgment. Now more than ever, we are all just doing the best we can. Interact with people without judging them or taking things personally.
- 3) Recognize the humanity in each other. Respect that every human being is here for a reason at this time in history to contribute something of value.



PRINCIPLE #3

GET ON PURPOSE

As stated in Principle #3 of The Amare Way Philosophy, businesses with a higher purpose not only do better financially than their competitors, that higher purpose adds meaning, motivation, focus, and encourages repeat business from customers. That's a pretty powerful case for spending the time to tap into and develop your company's higher purpose!

If you don't already have a higher purpose in your business, consider these questions to help you discover yours:

- 1) Why does your company exist?
- 2) Who benefits and in what ways?
- 3) Does it have a shared purpose- something that benefits the company and its customers?
- 4) How might you recast your existing purpose to be a higher and shared purpose instead?



PRINCIPLE #4

RESPECT MONEY

Money is NOT the root of all evil. Principle #4 of the Amare Way reminds us that money is a tool and the more we have of it, the more good we can do with it. Where we get tripped up is when we let the desire for money override our other values or cloud our perceptions and priorities.

To make sure you're respecting money in your business, consider adopting the following guidelines:

- 1) If the action to make money harms anyone, we don't pursue it.
- 2) If the action to make money is not aligned with our core values, we don't pursue it.
- 3) If the action to make money violates our ethics, we don't pursue it.



PRINCIPLE #5

CHOOSE LOVE OVER FEAR

Choosing love over fear is not a new concept. But what is perhaps a new take on an old concept is to put love at the center of our businesses and allow love to guide our decisions.

To see this Principle #5 of the Amare Way in action, here are three beliefs and behaviors of love-centered people and companies:

- 1) You know there is enough to go around and have faith that life conspires to support us all.
- 2) You make it a point to use love-like language when you communicate, rather than the language of war.
- 3) You aim to grow by uplifting, not intimidating.



PRINCIPLE #6

TAKE THE LONG VIEW

We all know that the ability to think long term and work toward a vision that is far over the horizon makes sense for anyone who is serious about building a business to last. But short-term needs can never be ignored—bills need to be paid, products need to be delivered, promises need to be fulfilled, and investors need to be happy.

The key is balance. Within the Amare Way, the goal is to not become attached to short-term outcomes, such that you diminish your organization's long-term viability, compromise your guiding values and higher purpose, or shut down your humanity. Taking the long view actually helps you stay grounded in sustaining strong relationships, which is essential for any business.

To ensure you and your business take the long view when it comes to your decision making, consider adopting the following qualities:

- 1) Explicitly set and reinforce expectations that your decisions will address immediate needs, while still supporting long-term viability.
- 2) Ensure your KPIs and internal reward system are still aligned with your long-term focus.
- 3) Invest in sustaining healthy relationships with all your stakeholders, being as transparent in your communications as you can.



PRINCIPLE #7

PRIORITIZE RELATIONSHIPS

Our relationships are the glue that holds us together, both personally and professionally. When the quality of the relationship is the priority, tendencies you may have to default to arrogance or ego become replaced with empathy, compassion, and kindness.

While there are many ways to practice Principle #7, prioritizing relationships, I'll leave you with this simple important piece of advice.

- 1) Put people first.
- 2) People before products.
- 3) People before profit.

Do these three things, make better products and reap greater profit.

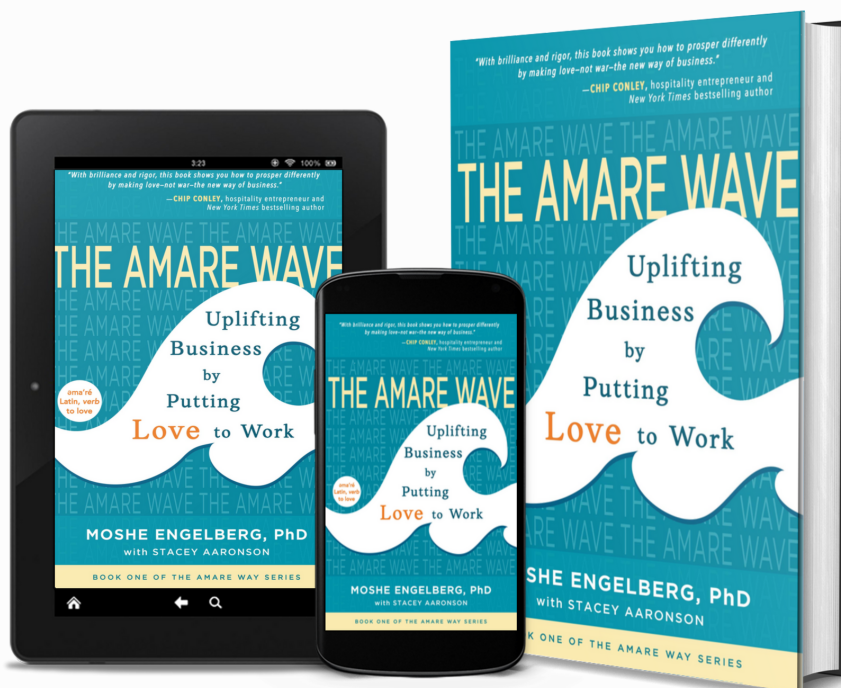
That's all. It may be the most important business principle of all.



For an in-depth explanation of each of the 7 Principles of the Amare Way and even more tips to put these principles to work for you, purchase a copy of my new book:

The Amare Wave: Uplifting Business by Putting Love to Work

The book is available on Amazon and wherever books are sold.



Don't forget: if you want help putting the principles of the Amare Way into practice, email me to schedule your free consultation! Moshe@MosheEngelberg.com