



As an *Odyssey Magazine* reader, you may well have heard of Brandon Bays, founder and teacher of 'The Journey'. On a return trip to SA shores, Brandon brings her ever-evolving understanding of why our lives work the way they do.

Having travelled the world – teaching on average 44 weeks a year – and having visited some 33 countries, Bays has had, as she says 'a chance to dive into the very heart of every culture I go to and facilitate people in taking their lampshades off, in uncovering what's really going on at the deepest level'.

What she has found around the world is that there is a fear consciousness that is widely

pervasive – no matter where she has been. From 9/11, tsunamis, wars, hurricanes, global warming and ecological breakdown, to the threat of terrorism, the fear, she says, 'seems to be coming at us from all directions'. Fear, she adds, has driven us to squander our world's resources, to hold tight to our finances, to insulate ourselves and keep our lives small.

'And the financial crisis is the final straw that

OUR INFINITE POTENTIAL

Brandon's Journey

'From the time I was young I seem to have been blessed with many spiritual awakenings freshly recognising the infinite love that is the nature of our own souls. For me, awakening is a never-ending process of stripping away the lies, the patterns of the ego, the limitations we've identified with and falling ever deeper into the love – the presence of god that is our own selves. It's a process of dying to the lies of who we thought we were and opening freshly into the newness of living in this awakened presence. Awakening is an ongoing life-long journey. That's why it's called The Journey – it's all about awakening. It gives you the tools to uncover the enlightened awareness of your own self.'

After working as a professional in the fields of mind-body healing and personal growth since graduate university, the last thing Bays expected to have happen was at the age of 39 that she'd be diagnosed with a basketball-sized tumour. At that time she was living all that she believed in, eating vibrant life-giving foods, working out on a regular basis, meditating every day and had done 'a huge amount of process work' on herself. The diagnosis came as a wake-up call – and led her to uncover old cell memories, limiting patterns and emotional blocks that were the source of the problem. Ultimately, this allowed her body to heal itself of the tumour in 6½ weeks time, and inspired her to pioneer the Journey work.

seems to have tipped everybody over the edge. What I'm experiencing is that people are responding to all the various crises by shutting down and contracting in a futile attempt to protect themselves – and they are getting stymied and immobilised by the fear, incapable of taking conscious action or opening up to inspired answers at a time when the world needs innovative, creative solutions.

'When Kevin Billett and I wrote *Consciousness The New Currency*, we wanted to give people concrete tools and powerful process work to take the lid off again, to clear out whatever is holding them back, to open into the abundance consciousness that is their own essence. This infinite potential is capable of coming up with inspired answers and creative solutions, even during these most difficult of times. We wanted to give people the ability to manifest abundance even during a time when life would tell us that's not possible. So this is a very dynamic book, a very pro-active book. It's a book designed to help you healthily co-create conscious abundance, lasting fulfilment and a sustainable future.'

For our world to heal, the healing will have to start from within each of us, she believes. 'As we open up to life and embrace all of life it naturally allows others to follow suit. As we take our own lampshades off it gives permission to others to do the same.'

That sounds all very well in theory, but faced with day-to-day practicalities, how are we supposed to push past the inevitable moments of doubt? Says Bays: 'You know, for myself, I feel that doubt is a natural part of life. Very simply, doubt is going to arise, because that is the nature of our minds. So I don't try to push past doubt. I think what happens when we deny our fears or suppress our doubts is that we end up burying them very deeply in our psyche. They end up transmuted into silent

saboteurs which undermine us whenever our potential is burgeoning. Instead, when doubt arises for me I do a Journey process to get to the root cause of what put that surface issue in place. I get to the very bottom of it and clear the cell memory – the very consciousness – that is the basis for it. Once that is well and truly cleared, that particular fear or doubt doesn't arise again. For me, doubt is an invitation to do a Journey process.'

So what does she see happening in the world in the next 10 years? 'I feel there is a global imperative that we all play our part in healing our world. Everywhere people feel a call to respond to this global imperative – to be the change our world needs. It is amazing to see so many of our world's greatest manifesters of wealth – Bill Gates, Warren Buffet, Richard Branson among thousands of others – choosing to give back to life, to serve humanity. There is real hope here. There is a big wave of healing and awakening sweeping our planet right now. I recently read in a business magazine that the three biggest buzz words of our time are consciousness, integrity and sustainability. Nearly all businesses want to be seen to be more conscious, creating a company that is sustainable on all levels, instead of just making a fast buck. People want to flourish life, potentialise their employees and build a business that makes a positive difference to life. So in the next 10 years I believe we will be seeing more and more businesses "jumping on the bandwagon" of bringing consciousness and sustainability into the workplace – taking a more global perspective. With this kind of decision-making there is a real possibility for humanity to come together to co-create the positive solutions our world needs. So though these are scary times, they are also exciting times.' □

See overleaf for advert.

Brandon Bays LIVE!



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Are you ready to live your life in a place of Freedom?

The Journey has helped thousands of people worldwide free themselves from issues like fear, anxiety, stress, depression, low self-esteem, chronic anger and rage, physical illnesses and disease, and those relating to addictions and unhealthy behaviours, sexual abuse, relationship problems and career performance.

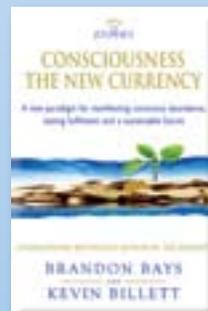
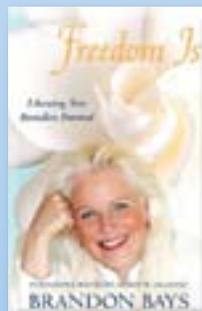
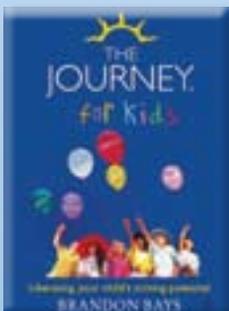
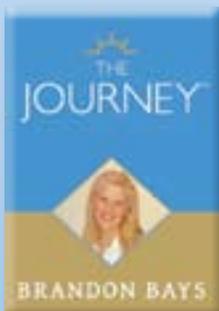
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