

FENG SHUI : HOCUS POCUS OR SMART BUSINESS SENSE?

BY JILL LANDER



Increase sales, improve productivity and better luck in business. Supporters of feng shui believe the ancient Chinese philosophy of nature has the potential to make or break a business.



Have you ever wondered why we feel more positive and work more productively on certain days, and why certain people can have a positive impact upon us as individuals and our achievements? These questions and many more have simple answers — it's elemental.

People in powerful positions often rely on the support of the metaphysical art known as *feng shui* to enhance business wealth and health. The function of *feng shui* in relation to any commercial building is to support the goals of any business and its employees, and make the building 'work' for its occupants. It is not connected to any religion or fanatical thinking.

Rather, *feng shui* applications are based on the theory of the five elements and offer the benefits of enhanced creativity, motivation and productivity. This results in increased

profits and fewer office conflicts due to a more harmonious atmosphere.

To gain insight into the 'energy' of any premise, we rely on the location (position and 'age' of a given building) to determine how best to support us as individuals. *Feng shui* is determined by periods of 20-year cycles so a new building, especially when designed using *feng shui* principles, offers fresh energy that can enhance the potential of those who work within such an environment. This potential is increased when individuals apply, and work with, their personal beneficial directions (formulated from gender and year of birth).

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