Many of our clients, friends, employees, and even our competitors ask us what our strategy is to maintain a system of continuous development and conquer problems, while the United States and rest of the world are plagued with uncertainties.

We do not have a unique formula or some “secrecy” about this; nor do we have a final answer or an official dogma. In fact, we are learning every day, both with our friends and with adversaries, competitors, or rivals. They offer us challenges that provoke us and evoke in us the need to continually evolve as we face them, which activates our internal capacities in ways that would have otherwise remained latent. What we do have is flexibility within the levels of operation of our company, even though some of these deeper levels remain invisible to those with an outward focus.

As the scientific philosopher Thomas Kuhn says in his book The Structure of Scientific Revolutions, human beings become blind, generally because of our rigid paradigms that dictate “how things should be”. We are often unable to grasp and perceive what is subtle but of extreme value, though it is often easily visible before our eyes. This paradigmatic blindness comes from arrogance, i.e., from arrogating to these paradigms which are, in fact, mere beliefs or values - claims of incontestable truth. This arrogance absorbs all our attention, and it prevents us from perceiving something new, subtle but true. Because of the effects of paradigmatic blindness, many things that are important to perceive become blurry, hidden, and seemingly “secret”. This is why many situations appear to be “dead ends,” why hope feels lost, and discouragement seizes us. But if we manage to pay attention in a manner that is free of the habit of the “internal monologue,” of paradigmatic arrogance, and with the sincere intent to contemplate the issues free from the mental noise of our preconceptions, then we can more accurately perceive the details, depths and subtleties of what we wish to know. We gain insight into the course that the
future may take, even if it remains uncertain. This same sense is given both to the scientist who wishes to discover and perceive what is not yet known, and to the mystic in his quest for the essential truth within himself. Undoubtedly, it is also of equal value to an entrepreneur, a mother, a father, or an educator; or even to those who act in political roles, since being free of paradigmatic inflexibility prepares us for the future and to make decisions with more awareness, clarity, and assertiveness.

We want to share with you how we operate within Essential Nutrition to encourage and foster positive ideals and developmental capacities in those interested in doing so. Also provoke the necessary motivation to transcend the negativity of the "not possible" so that we can stimulate and serve the development of what we perceive to be the human beings and Companies of the 21st century. Companies inspired by Human Beings who are Conscious, creative, flexible and ethical. Companies that are ecologically conscious, productive, humane, transcendent, focused on solving problems, and not creating more of them... We will attempt to share this through a series of texts in future editions. In this edition and in the following ones, we would like to convey more of our internal ideas and actions; what we do in the company's "inner lining" that allows us to manifest ourselves as we do in our external aspect. These are actions, values, and methodologies that enable us to develop ourselves both as human beings and as an organic corporate whole. We hope to serve all who are interested in these areas, since sharing knowledge is one of our pillars, and it comprises aspects related to medicine, nutrition, and health, as well as to physical, mental, emotional and psychological well-being. In other words, everything that makes up what we call the "Art of Living". This "Art of Living" also includes the realm of business, as we firmly believe that in this Planetary Moment that calls us for further development of our Consciousness, this refined, new and creative Consciousness must impregnate all areas of life in which we, human beings, are involved. This new Consciousness must be involved in all these areas in which we must have powerful and precise "responsiveness" to the many new demands that face us. An integral part of the action mechanisms and methodologies that we believe to be useful and functional – in reality essential – and have given us many tools to face change in a positive and even profitable manner; is that each of our directors and several other employees begin meetings, and even our personal days, with the clarification of our most essential "will". We begin with the clarification of what we want and what we yearn to, then formalize a powerful intent in the direction we aspire to go, doing so through a creative, constructive, clear conception and a precise description. We also reflect from time to time, both personally and as a corporate Organism, on our "Timeline". We direct our attention in an ordered way on where we were or where we came from, where we are, and thus be able to conceive more precisely where we are going... These reflections help us understand ourselves, understand others in their processes, and understand the company and its immediate, medium- and long-term needs. They also serve to project both probable and less probable future scenarios so that we can, with a more intuitive vision or "foreknowledge", look in the present for the resources, powers, and capacities we need to adapt to different future possibilities. This lets us give the correct and necessary response to the demands brought to us by any changes in the future. This kind of methodology brings order to our thinking and our actions and helps us prioritize with more awareness, and therefore with more wisdom, a series of measures and actions. In summary, it helps us be more objective and thus decide better and more accurately.

Another virtue of this way of "operating" is that it also combats the harmful habit of worrying. Worrying is a sort of future-scenario-building exercise the mind undertakes to know, predict, control and decide. However, since it is somewhat mechanical (not intentional or voluntary), it is done in a disorderly fashion. In the mental state of "worrying", it is common for the mind to believe that there are "dead ends", which leads to great stress and anguish. This is because, in this mechanical state, attention is not directed
towards the perception of the necessary resources for the solutions. In other words, one does not look to resources existing in the present moment so that future ably answers can be given... This lack of useful information makes those overwhelmed by worrying to believe that there are no choices, which can lead to anguish. Habitually worrying only generates useless suffering, anguish, tension, and unnecessary confusion; it generates anger and, often, debilitated health, which are all the opposite of what we want to achieve when applying the "Art of Living". The search in the present for the necessary resources to capably respond in the future is one of the bases for success; if we did not have these capacities, we would not be able to face and adapt to change or continue to advance and grow. Just as happened with the "dinosaurs" who, despite being great and powerful, died because of their inability to adapt to change, so would we perish... We need a deep perception of human and business resources, and we refer to this as the "Self-esteem" of our company. This is the Esteem-Building Consciousness that we have of latent or active resources and powers, and we can use these once we are conscious of them and, thus, ably respond to the demands that are made on us. Even if we did not find the necessary resources, we would be aware of our needs and, therefore, have the clarity required to seek and develop them. For us in this Company, the above describes the same process that we carry out in our private lives, and it is what encourages us to be more conscious, creative and innovative with the intent to achieve higher adaptation and resilience, to live our days freer of useless stress and tension, moving towards continuous evolution and perfection...

If we look at studies on "paradigmatic blindness" - for example, one of the most recent ones published in Science - we can understand how many possible solutions and ways out go unnoticed to us. It also shows how our useless worries can be transformed into more objective, sensitive Perceptions based on certain intuitive Wisdom and foreknowledge. This type of intelligence and information capture/understanding not only helps us avoid unnecessary problems, but it also enables us to confront what is inevitable and continue to create, progress, and advance. Finally, a problem is nothing more than something that stands between us and our goals, and the point here is "the how", the "know-how" that we can apply to overcome situations that prevent us from getting where we want to go and achieving our goals, regardless of what gets in the way.

Deciding can be confusing and stressful for anyone. If situations are demanding, unpredictable and the risk of failure is very high, with dire consequences if we fail, internal and external tensions can be enormous, compromising our health in all aspects. This includes the balance of our body/mind system, our family system, and also our companies. The methodology we use, both personally and as a company, is one that trains our attention and thus develops our perception. This methodology, integrated with anti-tension/anti-stress strategies, helps us both decide more easily and accurately, and contain adaptive states within useful and positive limits.

All this requires a kind of "Intelligence" in the sense of capturing and organizing as much data as possible, given that the perception of the reality of something is described as: the perception of the totality of that something. For the Perception and capture of these "data," we need clear and quiet Attention and Consciousness, sufficiently free from mental and emotional disturbances: we try to reach within ourselves, both in our private life and to serve those closest to us, and, undoubtedly, our Company. We do this by developing the human capacity for Voluntary Attention through the ancient system that today we call Mindfulness. Many of our employees already train and practice something similar to this methodology; some even use this type of technique to develop Attention during their rest time, because they realize from experience that it is more effective both as a form of rest and to improve their well-being, providing for more productivity and efficiency. This is also reflected in interpersonal relationships, in the capacity for inter-human communication, and in their efficiency as professionals. None of this is new to the human race; every day science shows an immense number of physical, mental, emotional, and general benefits to these practices, be they reflected
in school, work, human intimacy or other aspects of life. By using this type of methodology without any form of religious background to prevent potential conflicts, we achieve a great harmony as individuals and as a company.

We, at Essential, believe in the possibility of achieving what is termed the "Master Mind," a multifactorial internal and external State that fosters intentional unity and, therefore, success. We provide the means for this personal development to all our co-workers and collaborators, naturally free of charge, as part of the Company’s services to them. We offer, insofar as they wish, space, time, and trained professionals to individually attend to and teach them these practices and attitudes. We take into account their individual peculiarities so that we can first help them to get to know themselves better, integrate them emotionally and release them from stress and unnecessary tension, and then, help them use their more refined skills to benefit the Company and everyone around them. As it should be, our directors are the first to apply this type of practice and function within the Company from these healthier and harmonious States, free of negativity and sudden changes in emotions. Whereas we believe it is by providing the example, or through the resonance generated by these internal States, that we can inspire, teach, motivate and activate the same capacities in others attuned to us...

All this, and other topics we will share in future editions of the Magazine, are part of the core continuous improvement strategies we have developed to work from the excellence of the present to arrive at a more excellent future.

We would like to end this text with one of the tales conveyed by ancestral wisdom. This Tale tells of our history and how we arrive and continue to work in our Consciousness and in our mind to achieve what we yearn for in all aspects.
“In one of the best tales of the Arabian Nights, Maruf the Cobbler found himself daydreaming his own fabulous caravan of riches.

Destitute and almost friendless in an alien land, Maruf at first mentally conceived - and then described - an unbelievably valuable cargo on its way to him.

Instead of leading to exposure and disgrace, this idea was the foundation of his eventual success. The imagined caravan took shape, became real for a time - and arrived.

May your caravan of dreams, too, find its way to you.”

Idries Shah
'Our Caravan of Dreams’ was and is grandiose, as the author describes in the story; ours too was a belief-defying Caravan... It was an inconceivable caravan to most people who listened to us explain it, but not to us. As soon as we used the "formula" that this wisdom exposes to us, we were able to mentally Conceive and Describe this "Caravan of Dreams". We imagined and described it in detail and will continue to do so. Today, we know that conceiving creatively and constructively, or giving birth to an idea, imagining with intension and attention, is something that occurs in an area of the brain that is (even if merely for didactic purposes) associated with the function of the right hemisphere of the brain. And describing is associated with the other hemisphere, the more verbal/linear area.

Therefore, in using this "formula," this ancient "know-how," we are unifying all areas of our brain towards our beloved goals: this unification, alignment, and integration have great power in us since it prevents us from being overwhelmed by contrasts and doubts or dualities that halt or paralyze our journey. Negative ideas are ones that cause us to close our doors, preventing the Caravan to arrive... As the tale goes, our ‘Caravan of Dreams’ did not cause frustration, disappointment or disgrace, it was and is the fundamental cause of our success. In the Conception Maruf makes of his Caravan, something that always called our attention is that it is not he who arrives at the caravan, but rather the Caravan that finds its way to him.

It is the Caravan, after all, that takes shape and comes to him... For us, being able to Conceive and Describe our ‘Caravan of Dreams’ allows us to align ourselves with our essential destiny, to what is destined for us, and also connects us to the laws of ‘Synchrony’, giving the impression that things come to us without much fighting, ‘Gratis’... this is what we are Thankful for at all times: the Grace, the Gratis, the gifts that we open ourselves up to receive. The entire Essential Nutrition team wish to all our doctors, clients, friends, partners, and competitors that your ‘Caravan of Dreams’ finds its way to you...