

BUSINESS ACTIVITY: *benevolent services*

Benevolent meaning: well meaning and kindly, a benevolent smile (of an organization) serving a charitable rather than a profit-making purpose "a benevolent fund"

Other term of benevolent: benign, caring, compassionate, generous, humane, philanthropic, altruistic, beneficent, big, big-hearted, bounteous, bountiful, chivalrous, considerate, helpful, humanitarian, kindhearted, liberal, magnanimous, tenderhearted.

You may be wondering: "***How do I bring benevolent services to my business?***" Be it a physiotherapy practice, nursing, running a refillery and everything in-between; it's all the same.

If you think of your heart as the business how can you bring benevolence to it?

Feeling into the word "**Benevolence,**" to me it embodies truth, kindness, spirit, authenticity, courage, strength and responsibility.

Benevolence demands that I take a stand and be accountable for my actions. That I reflect, that I question. It drives me to be creative and innovative and to be collaborative and to think outside of the box.

Benevolence reminds me to slow down, to be in touch with the seasons, to live simply, and to live with intention.

Benevolence, with truth, kindness and spirit is what guides my choices and drives me to be in harmony with creation, taking care of ourselves, our community and the planet naturally.

I believe in living my life with intention. I (re)cognize the beauty of life in substance which supports life itself. Benevolence makes me a better woman and is a guiding force in my Trust, Un-incorporated Association and my PMA.

I hope this resonates with you as you think about your heart as your business.