

The generous CEO

Mayra Porrata



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For my daughters

Only the wise are generous.
Mark Savickas

Dear Everyone,

Thank you for being here-- there are so many things changing-- evolving, as we say.

I know there's a lot of uncertainty, and we've also been greatly blessed.

During this transition, we must all do our best.



I know there's a great deal of
disruption--
but simultaneously
we're building the new.
We're sensitive to all the changes
and obviously to all of you.

Starting next month,
we'll begin to operate
under a new set of guidelines
which our teams will update.



I know this may sound like
a sales pitch, but I know
we're ready for this.

We've all been so worried
and lived through such
sorrow.

We must now turn our
eyes towards a better
tomorrow.



My top objective is simple:
it's to prioritize our health,
through a culture of collaboration
one that values individual excellence
and enables true wealth.

How is this even possible?
You might be wondering.
Allow me to go back in time
to share a little something.



This story I'm about to tell you
may seem totally out of place,
but it's connected to our company
and I hope you'll embrace.

A few years ago, a young woman
asked me: "why can't money be
free?"

It was one of those burning
questions— a spiritual kind of plea.

At first I didn't have an answer,
but one day I finally did,
it was one of those downloads
that for years stuck with me.

Here it is:

"We know wealth is created
and generally serves,
the lienholders among us
which our system preserves.

But what is true wealth,
with so many enslaved
in the prisons of progress
we've collectively paved?

Many fight for their share,
they strive for success—
we're mesmerized by power
we glamorize stress.

The lienholders live in fear
and hold tight to their rights,
while others seek mercy
from laws they can't fight.

How do we bridge this tension
between the rich and the poor?
Perhaps it's a matter of walking
through a totally different door.

Could we bridge these seeming
opposites so that all could thrive?
When there's clearly enough
for everyone to survive.

Economists warn us
that "free" is unappreciated--
even they have forgotten
we're divinely created."

To this end, I'm here to announce
that our generous company
has a new plan of action.
I've spoken with our leaders--
it meets their satisfaction.

Our advisors have also reviewed
this innovative new mission,
and have assured our leaders,
it meets soulful provisions.



What we're proposing
has not been done before.
Though we're hopeful of the outcomes,
no one knows what's in store.

Before we go any further
and get any media reaction,
I want to share the details
for our new plan of action.



Charity begins, at home, with us--
so everyone in our company
will be receiving a salary, plus.

Each of you will be earning
more than enough to share--
direct deposits coming your way
are truly beyond compare.

We've co-created something so powerful
through our collective labors
and must also look beyond ourselves--
share this harvest with our neighbors.



Money is an energy,
as most of us can see—
how we use it and apply it
becomes its vitality.

The money in our reserves
just keeps on multiplying.
The wisest thing to do now
is the most gratifying.

Starting next year,
we're starting a giving spree
and selling all products
for a nominal fee.

And here are the deeper reasons
why I think you'll agree:



When money is free
each will have what they need
our decisions made from love
not from fear or greed.

When money is free
you'll have more than your share
we'll create such abundance
our work becomes prayer.

By this time next year
everyone will know
that consciousness is creation
and in constant flow.

We know joy multiplies,
when enabled by grace
and that fears dissolve,
when not given praise.

So let us remember
that the only true threat
is the absence of generosity--
that is our shared debt.

We'll be learning and adjusting
what we do along the way.
And there's no obligation
if you do not wish to stay.

Each person will be given access
to meet basic needs.
But this is just the beginning—
we're just planting new seeds.

But imagine if we could be part
of a soulful new movement:

to ensure everyone lives
in homes that they love--

where communities are sanctuaries
where they peacefully roam—

and noble service is joyfully done.



Where each person who's ill
will be helped to heal—
and our teachers and elders
are always revered.

When our progress is measured
by what our heart's treasure
and not by perpetuating systems
of human oppression
we'll be entering a new phase
of human expression.

When we operate from this wisdom
all debt is forgiven
a new balance achieved,
where health is a given.



The floor is now open
for your ideas,
your comments
and recommendations.



The start

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