

# THE EDEN<sup>©</sup>

MAGAZINE

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Kristin Grayce McGary

## Natural Cancer Treatment has its Day

Jeff Witzeman

## Ring in the New Year with Joy

Nancy E. Yearout

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January 2018



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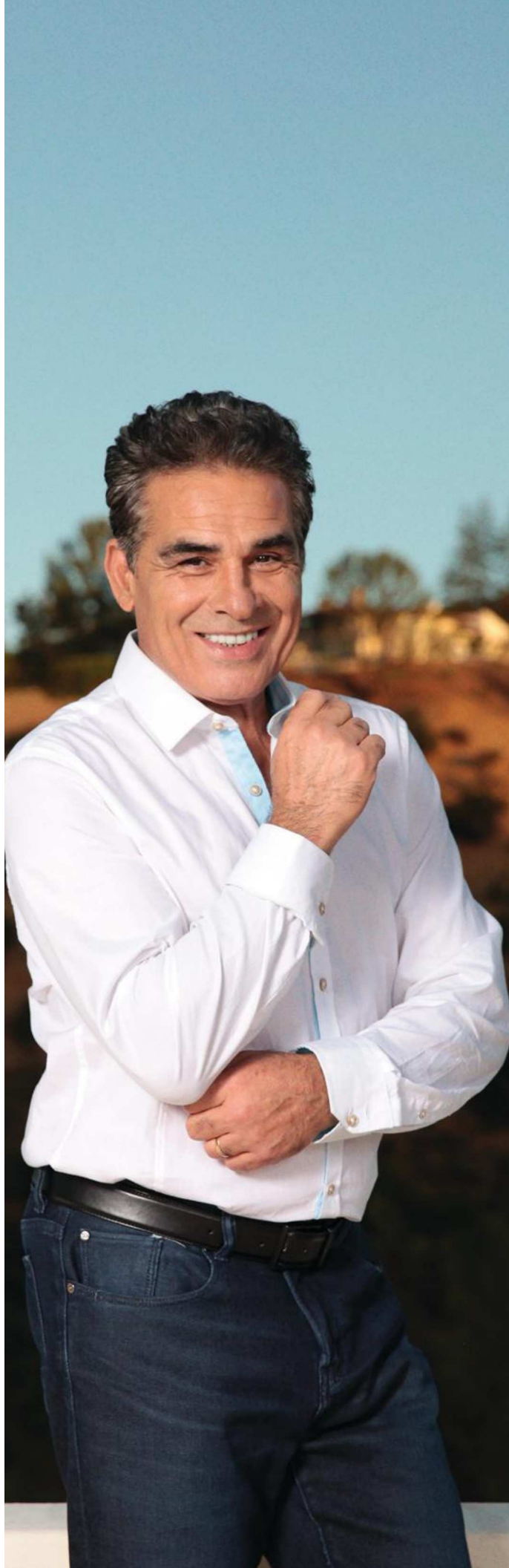
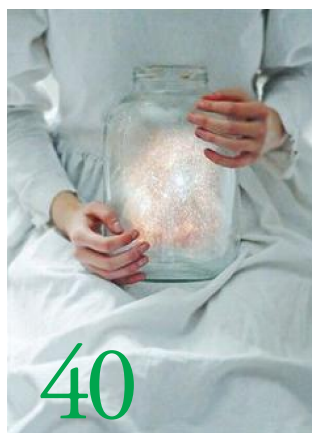
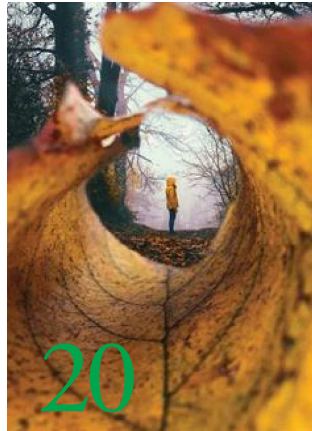
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**NATURAL CANCER TREATMENT  
HAS ITS DAY**

By Jeff Witzeman

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PHOTOGRAPHY**



# Astrid Arens

Astrid Arens, winner of the *Eden Achievement Award 2017*, author, successful keynote speaker, “Master of cognitive Neuroscience,” top business expert, and according to *iHeart Radio*, No. 1 in Europe when it comes to Neuro-communication, sales and leadership. She is also an important voice in the world of business – connected to decision makers in business, politics and sports.





*The Eden Magazine* sat down with Arens, in Los Angeles, for an interview.

**Astrid Arens, thank you for being here with us today. You are always travelling all around the globe with so much vitality and passion for your work. How do manage this? What's your secret?**

Whatever I do, I do it with a strong belief that I do something meaningful and good. In gratitude for life and for what I have received, I give something back to others, something that allows them to advance, and to be more successful. The key to success is a new way of communicating considering and using the newest findings in neuroscience, a communication that is emotionally attractive: Neuro-communication. I have made my passion for Neuroscience my profession.

Authenticity is very important to me. You are authentic when you allow yourself to be the person you are and when you live in harmony with your inner feelings. I live my life and I am in balance with my vital energy.

**Have things always been this bright and positive for you?**

No. My path in life has been pretty rough. There were times when sunshine was rare. It seemed to be out of reach like an expensive luxury item. When you come across as different to others, some people might exclude or dismiss you. I was very successful in business. I loved networking, communicating and sales. But in my private life I wasn't successful. I was on my own. Thirty years ago men could not understand what my priorities were. There were times that some people tried to keep me small and to control me. Then when I became the first woman to receive the European Sales Master from Procter & Gamble, some people were keeping me at a distance. Some considered my hard work, my discipline, my beliefs and enjoying my success as negative and egocentric. Some went so far as to tell me that it would be better for me to keep a low profile, to stick to the household duties, and that I was never going to find a husband because I was too different.

One day when I was sitting on my sofa with my two boys on either side of me. There were tears in my eyes as I grieved over the separation from my husband, the loss of my marriage, and the loss of pretty much everything I once owned, I felt so much pain all over my body. Shortly thereafter I even had to stop driving my car because I felt physically drained and exhausted. It was a long way up from the bottom, and a long road to travel for me to finally find myself where I am today.

**How did things go on? How did you manage to stand up again?**

It might sound strange but life gave me a sensational opportunity. I learned the lesson that it was less the situation but more the way we look at the situation and the way we talk to ourselves. The way I was talking to myself caused me a lot of stress. I began changing my attitude and I began changing the way I was talking to myself. I started using different language patterns and words. I started moving away from the negative communication I grew up with and moving towards appreciative, respectful, accepting and positive language patterns. Language patterns that make everybody, including my children, feel better. As a result I was more relaxed, I had a higher level of energy, I was persistent again and I had more vitality. It was like I had found a new elixir of life.

And so I began my new way of life. I looked forward. I started believing in myself again. I was happy to see my children positively developing and I was once again performing successfully in business. The new language has made me believe in myself and in my intuition.

I have decided to only look ahead and leave the past behind. My children gave me back the energy and the faith in the good things in life. The new way of communicating allowed me to heal. Happiness, gratitude and balance came back over time.

**What is your message to other people? What is motivating you today?**

My message is: Words are magic and magic changes the world. I want to spread this message all around the globe. It is time now that in business we communicate in a new way, to protect our most precious resources: people. It's about time now that we see the difference women can make in business and that we also start to allow even more women to succeed in business. It's time that in leadership and in sales we show our appreciation to others and put "humanity" back in the center of what we do. It is time to value and support those people who are helping others. This is what saves our future.

Language bridges across borders. Words are energy, life and future.

**"Words are energy, words have power," please tell us what you mean by this?**

Words are sound waves. Words are energy and they create emotions, which control our life. With language we create our own energy field. The law of resonance says,



that similar energies find each other, so we draw these people into our life. Change your communication and you'll change your energy and attraction.

#### **What can someone expect when he books a speech?**

A mega successful speech: Exciting, varying, inspiring content in combination with reasonable practical examples, many tips suitable for daily use and high sustainability, which will spur you into action. This program makes dreams come true, you can reach your goals, professional and private, and you'll get a better quality of life, more vitality, more motivation, and in turn better health.

#### **Is this a wish or reality?**

Thousands of the participants of my speeches and seminars can confirm that the inspiration and tips changed their life, and that they got more vitality and motivation. Leading global companies like, Porsche, Procter & Gamble, Delphi, etc., count on this knowledge concerning leadership and sales.

#### **What is your vision?**

"In the beginning was the word and the word was with God and the word was God; everything was made through this and without IT nothing becomes what it was; in HIM was life..." (John v. 1, Chapter 1). For me it means: The secret of voice – words are magic and with magic we change the world.