

The modern day shaman

From senior directors at global companies through to managing directors of small family-owned businesses, meet the pioneering woman from the South East using her unique experience to transform how businesses operate...



Sarah Negus is the UK's first 'modern day shaman' who helps her clients be more successful by addressing various challenges holding them back at work — such as finding the confidence to negotiate more successfully in the boardroom, letting go of relationships that are toxic, communicating more effectively, or having more belief in their own abilities to take their business to the next level.

Sarah began her career in banking at a leading London investment bank in the 1980s. It was fast paced and very rewarding. But following burnout and a bout of depression, the breakdown of her marriage and chronic fatigue, she reassessed her life and began training in traditional and non-traditional shamanism, psychology and the impact mind-set has on how we live.

"Traditional shamanism is practiced by indigenous peoples globally and I have travelled the world to study it in detail," says Sarah.

"By combining some of the traditional practice and ceremony of this ancient art with modern psychology and mind-set, I help my clients create change that is sustainable, conscious and which ripples through every part of their life, not just in terms of their business, but in their personal life too."

Sarah's courses — which she runs from her studio in Bletchingley in the Surrey Kent borders, or via video link online — comprise psychology and mind-set work such as meditation and trance, with therapeutic dialogue (a type of counselling) and "neuro-linguistic programming" — which is a form of communication combining elements of mindfulness and cognitive behavioural therapy (CBT), to overcome anxiety and depression. It's a practice that has been credited for elevating Barack Obama's speeches and restoring former tennis star Andre Agassi's form.

"Business is where we spend a large part of our time and it's a big part of how we express ourselves in the world," says Sarah. "But often your biggest hurdle is overcoming your own habitual thought patterns and unhelpful unconscious behaviours. Becoming the best person you can be in any situation will make you more effective, productive and help build your business."

"My clients present problems and challenges that relate as much to their time in the boardroom as their personal lives. What they don't realise is that, very often, the two are intertwined," says Sarah.

She adds: "I help them identify challenges, explore the things that hold them back and identify patterns in

"We are often taught that a ball-breaking approach to strategy and innovation is how we can best achieve success in business. But unless you innovate and open up your mind too, ideas can get lost and tangled."

the way they think, behave and communicate, before re-framing these in positive ways enabling a different perspective that facilitates aspirational leadership and effective communication."

Sarah has clients around the world and regularly speaks at events across Europe, America and Canada.

"In today's world, empathy, kindness and compassion are the keys to getting success, and for someone to truly succeed at work they first have to feel success in themselves. They must feel connected to a sense of purpose and a deeper meaning for their life." ♦