


INTRODUCTION

The fundamental assumption of this book is that it is not only good, but it is also essential for business to prosper. Only then can it fulfil its very important social role. Governments manifestly will not – legislating change is an option for tyranny. Human beings spend the most productive hours of their lives – during their peak years – at work. Therefore, work must be a joy and it must prosper. The well-being of a society depends upon its individual members too, and it is a mistaken notion of spirituality to equate it with poverty. Good fortune in business is desirable for both the individual and the society. This book seeks to harness the great potency of an ancient oracle towards that end. The depth and penetration of psychological insights found in the Tarot are amazing. The Tarot view of life automatically ensures an ecologically friendly and ethical approach to money and business. Shady practices and slippery attitudes have no place here.

As the old Hindu tale says, “it’s easier to wear shoes than to cover the land with leather”.

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The Tarot allows access to the natural rhythms and processes of nature as well as their interconnectedness. By harmonizing oneself with that force, life becomes not only easier but also more joyous. This book is an oracle to be consulted – and answers will be given. There is nothing over-mystical about it. It is one of the robust virtues of the Tarot that it is so full of common sense. Referring to it regularly will enhance your insight. This will improve your power of decision-making – and that is the real purpose of this book.

I have elaborated each card under specific heads for use in business and work situations. The Money Tarot Book is not an all-purpose panacea nor is it a substitute for sensible decision-making. The manner in which each card has been exhaustively elaborated is as follows:

Each card is named

Further names are given.
Key words are enumerated.

Meaning

A brief meaning of the upright and reversed positions of each card is given.

Environment and Ambience

The feel, flavor, color, tone and climate of each card is elaborated.

Conceptual Criteria

Key words are given to trigger off associations and enhance the consultation.

Modality

What should be done in practice, instead of in theory. Or what needs to be scrutinized with

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care and requires serious consideration. Focus on field and extent of action.

Appraisal and Valuation

Favorable/unfavorable aspects as well as their deeper nuances are explained here.

DECISIONAL PARAMETERS

Finally, the decisional parameters will explore in detail a variety of factors before a decision is made. These include:

- **Management**
- **Timing**
- **Resources Available**
- **Planning Norms**
- **Creativity Assessment**
- **Intuition**
- **Marketing**
- **Communications**
- **Advertising**
- **Product Viability**
- **Finance and Investments**
- **Start-ups**
- **Contracts and Agreements**
- **International Markets**
- **R & D**
- **Risks**
- **Hindering Forces**
- **Helping Forces**
- **Growth and Productivity**

Some card meanings in the book may not include all of them, as some decisional parameters are inappropriate to some cards. They do not add anything to the situation under scrutiny. Most cards, however, and almost all of them, do consider all the decisional factors.

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A word about consulting the Tarot. It is not a substitute for action or a crutch for thought. It is a consultant brought in for its knowledge and special expertise, but the final decision is yours. The Tarot will not give data on how to raise productivity or tackle plunging employee morale with specific programs, but it will definitely provide a road map of the proper attitudes and suitable actions needed.

This book is so designed that one can use any available Tarot pack to function as the oracle. Constant, serious use will find your intuitive powers come to conclusions that seem magical in their insight. I know people who go to the stock market with it – and do well. My own personal consulting list includes people and organizations from over three continents. So good fortune and happy consulting.



THE MAGICIAN

CARD NO. 1

Also known as: The Magus, The Juggler, The Wizard, Bateleur, The Conjuror and, best of all, El Consultante.

Key Words: Knowledge, Audacity, Force of Will.

Meaning

Upright: New beginnings, start-ups, new phase of life. Finding one's vocation; will-power and initiative. Potential waiting to be actualized.

Reversed: Beware of smooth talkers, of hands being faster than your eyes. Do not trust easily.

Environment and Ambience: This is the card for all larger-than-life situations. You can take center-stage. Originality and confidence pay off.

Conceptual Criteria: The brilliant individual, the visionary, inspiring team leader is focused on here. Work needing creative effort and individual breakthrough with positive actions.

Modality: Harmonious integration of all departments and resources under a leader. Astonishing breakthroughs. Transformation.

Appraisal and Valuation: Tasks requiring will-power and personal initiative are successful. Adaptability and versatility lead to growth.

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Management: Time to take charge. Unleash that bold initiative. Be audacious, cheeky and witty in your ideas. Adaptability to changed circumstances. Self-confidence is transmitted to others during this phase.

Timing: Change is most auspicious. Distinguish between boldness and recklessness. Radical departures from the norm are welcome.

Resources Available: There will be no constraints. Resources flow towards you with perfect coordination. Be careful not to squander them because there is plenty.

Planning Norms: Teams do dazzlingly well if they agree upon a leader. All planning should be guided by well-defined parameters and deadlines for action-implementation. New, unexpected directions. If you're going to reinvent the organization, do it now.

Creativity Assessment: Perhaps one of the best ever phases. Inspiration and energy come in torrents. Power to transform, power to create anew. Intellectual stimulation at its best.

Intuition: Trust your hunches now. They almost work like spells. More-of-the-same hunches mean something is wrong. This is a time for metamorphosis.

Marketing: Be very careful about the system selected. Once sure, go for it.

Communications: Have you heard of 'flamboyance'? Try it. You will be surprised. It is an ideal moment to hammer in the mission-vision statement.



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Advertising: The situation is made for it. Great success. But there must be total integrity of copy. Razzle-dazzle is fatal here and so unnecessary.

Product Viability: The usual thing with a bit of 'new-improved' tacked on to it will fail. But if it's really innovative and different it will be a big hit. And run for quite a while too.

Finance and Investments: No problems anticipated. Keep eyes and ears open for unusual sources of funding from interested parties. If communication (see above) has done its job, then you can tap into and wisely use otherwise unused and static resources. Invest in the future.

Start-ups: Just do it. Be enthusiastic and disregard negative vibrations.

Contracts and Agreements: The only problem is potential. Don't miss your mail, especially E-mail. Potential for enthusiasm carrying you away is strong, so go over every line. Otherwise, it's extremely positive in your favor. New partnerships are welcome.

International Markets: Most definitely. Your planning team should be spending a lot of time here. Look beyond the obvious and even emerging markets.

R & D: Maintenance efforts are good but paradigm shifts are required. A lot of things suddenly resolve themselves. Exciting.

Risks: Plenty. So creative and energetic is the phase that to get carried away is a real danger. Don't get greedy here.

Hindering Forces: Wildly vacillating attitudes as

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everything is sought to be tried out at once, instead of in sequence and order. Tendency to manipulate. Lethargy.

Helping Forces: People rally around. Synergistic efforts. The spotlight shines. Intellect works at a peak. Alternatives are always available.

Growth and Productivity: Great. New directions. Efforts are rewarded for starting new enterprises. Further potential that needs exploring.