

REFLECTIONS OF A SPIRITUAL ENTREPRENEUR is an honest account of a business owner's experience attempting to navigate the start-up community while also pursuing spiritual growth. A spiritual entrepreneur could be defined as "someone who creates an innovation that helps humanity evolve to a higher level of consciousness." This book discusses the three dimensions of spiritual entrepreneurship:

- First, the business is an integral part of the founder's spiritual journey.
- Second, employees who work for the spiritual enterprise, whether they know it or not, encounter this company because it's also part of their spiritual path.
- Third, the business itself has a life force of its own and its purpose is to further the kingdom of heaven on earth.

These three dimensions happen simultaneously and work together to produce the greatest possible result. However, it can feel very confusing as a founder juggling these three dimensions while also trying to start, manage, and run a business. This is not a formulaic self-help book or road map. Rather, it is a simple compilation of personal reflections that often seem at odds with the traditional world of entrepreneurship.

The purpose of this book is to contribute to the growing conversation among a diverse community of spiritual entrepreneurs and to redefine the meaning of "value" in business.



Sheri Smith, founder and CEO of Indigo, graduated from American University with a B.A. in International Studies and holds an M.A. from Georgetown in Communication. In college, Sheri interned for Vital Voices, a women's empowerment initiative started by Hillary Clinton.

It was during her time here that Sheri recognized her passion for helping people find their voice. Shifting her career focus to consulting, Sheri saw the benefits of clients working in their zone of genius. As a result, she founded Indigo with the vision of ushering in a life-long education system that shifts away from standardization to one that empowers people to live their purpose.

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