

black america and black planet...your  
problem is NOT white people...it is your  
mind

# the black paper

by veronica conway

[www.theblackpaper.com](http://www.theblackpaper.com)

[www.blackmastery.com](http://www.blackmastery.com)



I simply love this treatise; I couldn't put it down, each page inspiringly led to the next. I love the fact that Veronica Conway has taken the time, done the work, compiled, and written a great overview of what deeply ails us as a people. I was empowered by her insight and wisdom. I am anxiously looking forward to her CD which will give us all greater access to her state of the art coaching technology. The Black Paper as a prelude to Black Mastery is a "must have" for all those who are serious about leading a life of excellence. Thank you, Veronica, for giving us this gem.

George C. Fraser  
Author, *Success Runs in Our Race* & *CLICK*  
Chairman and CEO FraserNet, Inc.



My beloved Brother Dr. Cornel West once said, *"You can't lead the people if you don't love the people. You can't save the people if you don't serve the people."* The Black Paper is a labor of loving service. Veronica Conway has taken a bold and provocative look at what causes so much pain and confusion in the Black community. In doing so, she provides us with an insightful understanding of the determinants of success and performance in our community. I recommend this to anyone who is committed to their own success, and the empowerment of our community.

Iyanla Vanzant  
Spiritual Life Coach and Author  
Inner Visions Institute for Spiritual Development



The Black Paper sets a new paradigm for our community, not by creating new concepts, but rather by merging the effective traditions of institution building and self sustainability with progressive training methods that will transform the thought process that determine substantive personal and communal success.

Jeff Johnson  
International Correspondent for BET  
Host and producer of ***The Cousin Jeff Chronicles***



The Black Paper is a fantastic document and quite well researched. I believe that Veronica will make a great impact with this material, and I wish her great success.

Dr. Myles Munroe  
Founder, President, and Senior Pastor  
Bahamas Faith Ministries International



It is time for a new movement of Black mastery in freedom, joy, responsibility, wealth building, and community enrichment. Veronica, thank you for your drive, expertise, and vision. We have the promise of a new day if we take action now by supporting and importantly USING your Black Mastery Program. This is positively powerful.

Dr. Joel P. Martin, Author, CEO Triad West Inc.  
Director, Training PowerNetworking Conference



Congratulations Ms. Veronica Conway,

Orchids to you for your successful analysis of the secret to Black success. As the creator of the first (the Philadelphia School District) and so far the only fair school district's curriculum in America, which allows **all** children to learn the greatness of the ancestors of African children as the children have always learned about the greatness of the ancestors of European children, I salute you.

You have successfully taught us, in your dissertation, about the cycle of conditioning and how this will make people in general understand how we can achieve success.

Dr. Edward W. Robinson, Jr.



The Black Paper is a riveting, provocative document filled with the stuff that worlds are changed by.

Veronica's insights to the ails of the African in America are true and transformational.

Tina Boursiquot  
The Brand Diva-Brand & Business Development  
TVS Marketing Group Intl.

## **The Secrets to Black Success**

What you are holding in your hands is a snapshot of many years of extensive research about African-American success and human peak performance, as seen through my eyes.

I strongly recommend that you print out this paper and read it immediately. Plus, there is a special chart on page 29 that you can print and hang in your workspace... this one concept alone can assist people in revolutionizing their lives. By the time you finish reading this document you will have discovered the secrets to Black success.

### **Who is Veronica Conway?**

One of my many professional roles is founder of The Black Professional Coaches Alliance (BPCA). The BPCA is a national network of African-American Success Coaches. The BPCA has partnered with National Black Professional organizations to bring success coaching to the African-American community. We are the first coaching organization (and possibly the only coaching organization, African-American or otherwise) to focus on the transformation of a cultural community.



I have been visible for quite sometime, yet, I am a mystery woman to many. I deliberately avoided publicity and media until I felt fully prepared to come out and tell the truth, as I know it, about the state of the Black community. I have dedicated my life to creating peak performance in people from

all walks of life. I have coached everyone from truck drivers to CEOs, athletes, artists, entertainers, and everyone in between. And I have affected team performance, turned people's finances and businesses around—anything you can think of, if it has to do with success or overcoming personal challenges to create optimum performance, I have personally coached it.

I am sharing my accomplishments with you not to impress you, but to make you aware of who I am, as well as the direct impact that I am making in the African-American and other communities.

- I overcame a challenging and difficult childhood to begin a movement within the African-American community, and to live my life purpose. I was born the child of a former Black Panther who was incarcerated when I was six years old, and who has been incarcerated for the last 33 years ([www.veronza.org](http://www.veronza.org)). Prior to my father's incarceration, I attended school under an alias, witnessed police shootouts, and experienced death threats against my life. (Yes, that's me in the picture at a rally at 3 years old.)
- At age 18, I experienced what I now call "identity trauma" when I discovered that the (White) mother who raised me for most of my life, was not my biological mother. I searched out, found, and reunited with my (Black) biological mother. This was, and still is, a pivotal moment in my life as it set the stage for my inquiry into what it means to be human, and the meanings that people assign to commonly



used words like "mother" and "Black" and "free".

- While putting myself through college at UC Berkeley, I began asking the questions about what it means to be Black, and began to literally re-create my own identity. I began to investigate the differences between a powerful Black identity vs. a disempowered identity, and discovering the impact of identity on the performance of the African-American community.
- At age 31, after discovering the profession of coaching and acquiring the recommended certifications, I created the first gathering of African-American coaches, as well as founded my own coaching company.
- As founder of the BPCA, I negotiated deals to bring Success Coaching to organizations such as the Frasernet PowerNetworking Conference, The National Urban League, The National Forum for Black Public Administrators, and many other Black organizations. I coached many of the leaders of these organizations as well.
- My life is the subject of a documentary film being made for PBS. *Daughter of a Panther: Revolution to Evolution* details my personal journey from being a child of the turmoil of the 60s and 70s to launching a movement in the African-American community.
- I have created cutting edge financial coaching training programs in the non-profit sector that have transformed the mindsets and behavior of thousands of clients in low-income and urban communities.
- I am co-founder of a coaching company that transforms the behavior and performance of celebrities, athletes, CEOs, and entertainers.
- I have coached leaders of Fortune 500 companies, the government, and philanthropic and non-profit sectors. I have assisted clients

in adding millions of dollars to their bottom lines and I have coached numerous people into their own businesses with sustainable revenue models.

- I am a Certified Coach, with over 3000 hours of coaching experience and am a Master Certified Neuro-Linguistic Programming Practitioner. You can read more about me at [www.veronicaconway.com](http://www.veronicaconway.com)

Bottom line, I know how to drive human beings toward positive results; clients pay me handsomely, every year to transform their lives, their results, and their bottom lines.

But my deepest passion is to utilize what I have learned about human performance and to transform the lives of people of African descent. To see the Black community wake up to its full potential; to realize the Dream that was articulated by Martin Luther King Jr.

### **Why Are These "Secrets" Being Shared?**

I have already told you that I have personally coached some of the most prominent leaders in Black America—several of them you have probably heard of. What I did not tell you is that it is for a bigger purpose.

**Black Mastery is a proven program that transforms the minds, hearts and souls of people of African descent, resulting in enhanced performance, greater fulfillment and a strengthened community.**

I believe that African-Americans are at a pivotal point in history. The world will not wait for us to wake up to our power. It is time for African-Americans to take a seat at the table, not only in America, but also in the global economy.



Unfortunately, we repeatedly place our power and trust in the hands of those who have historically oppressed us—and even worse—we continue to oppress one another. This is the meaning of “internalized oppression.” To continuously fall into the cultural hypnosis of thinking that white America controls our lives, is a true abdication of our personal power. The truth is that each and every day is an opportunity to create a new and powerful story in our culture and unless we find a way to write this new story, to claim our power, there will be devastating implications for our community and for the world. In other words, there is no one to save us but us!

The profound reality is that as people of African descent, we possess enormous untapped creativity and potential as individuals and collectively. Once we fully tap into what makes us tick, what unleashes performance in our culture, we will assume our “rightful place” on the global stage.

Have you noticed whenever an African-American enters a game or sport—even certain industries—we tend to dominate the game? Some of the dominant figures, just to name a few, are Tiger Woods, Oprah Winfrey, and Venus and Serena Williams. Or the music industry: as performers, we have continuously created, improvised, innovated, and brought power and presence to music.

And despite a genuine glass ceiling in corporate America, we have made strides:

Although the number of African-Americans in high ranking corporate positions still remains relatively low; this class tends to have good performance records and are generally well respected by their peers.

Most corporate boards have at least one African-American member, although the total amount of African-American board members compared to other dominant cultural groups is low. However, African-Americans occupy far more highly-ranked government positions than any other cultural group.

And yet, we continue to struggle with critical factors in our community. There is an ongoing disparity in wealth, when compared to other cultures in America:

While on the rise, the average net wealth of African-American households and average African-American salaries is still below the national average and the number of African-American households officially classified as poor is also far above the national average. In addition, African-American owned businesses typically have fewer employees, higher failure rates, and lower profits than businesses owned by other minority groups.

### **The Reason the African-American Community Continues to Struggle**

**Internalized oppression:** External oppression is the unjust exercise of authority and power by one group over another. It includes imposing one group's belief system, values, and life ways over another group.

Power is the ability to define reality and to have other people respond to your definition as if it were their own.

Dr. Wade Nobles

External oppression becomes internalized oppression when we come to believe and act as if the

oppressor's beliefs system, values, and way of life is reality.

Other ways of saying internalized oppression are "self-hate" and "internalized racism." The critical element of internalized oppression is the impact of beliefs on how an individual and a community perform. In fact, we can look to beliefs as being the mechanism by which most results occur.

### **The Secret Behind the Movie "The Secret".**

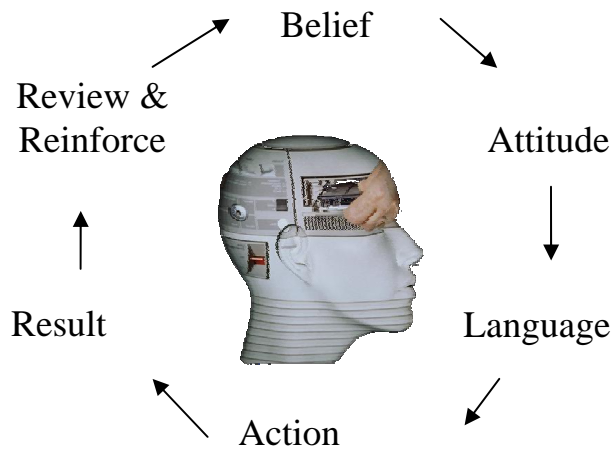
A movie titled "The Secret" was recently released and has received widespread acclaim and interest. This movie combines spiritual ideas, philosophy and quantum physics, and describes how human beings are powerful reality creators and that whatever they think about and focus on, becomes real; In other words, "Thoughts are things". If you haven't seen the movie; I suggest you do. It is available at [www.theseecret.tv](http://www.theseecret.tv).

The idea is a powerful one, and can be proven, both anecdotally and scientifically, and yet there is more to this story. Thoughts are just the beginning of the cycle. Thoughts, considered over a period of time, especially when tied to a strong emotional state, become beliefs and beliefs held over a period of time, create all results. I would like for you to read that last sentence again and consider its implications. *This means that whatever an individual or group believes leads to results or creates the current reality.* If the belief is an empowered one, it creates empowered results. I always tell my coaching clients "Show me your results and I will show you what you believe." If the belief is a disempowered or limited one, it creates a disempowered result. No matter how much

you visualize, if your sub-conscious belief is in conflict with your desire, you will NOT manifest it. This cycle is called Conditioning™.

Conditioning is a process of creating repeated outcomes or results. Let's look at how this works:

### The Cycle of Conditioning™



**Belief:** A belief is a feeling of certainty that something is true. Examples of beliefs are "People are\_\_\_\_\_." or "Life is\_\_\_\_\_." The beliefs that most powerfully dictate human performance are identity beliefs. "I am\_\_\_\_\_." or "Because I am Black, I can't \_\_\_\_\_." Beliefs are neither right nor wrong; they simply yield results. The questions to ask are "Is the belief useful? Does it create resourcefulness?" A belief leads to an attitude.

**Attitude:** This is "self talk" or expectations. It is how we talk to ourselves about the "way things are" and how we project that image into the world through our expectations of it. Our attitudes get reflected in our language.

**Language:** This is what we "speak out loud". The things we say, the commitments we make. Language also includes what we label or "name". The language we speak leads to actions.

**Actions:** These are the things we do. The dictionary defines it as "Something done or performed, an act or deed, an exertion of power or force." Any action (or inaction) leads to a result.

**Result:** Something that happens as a consequence or an outcome. When a person repeatedly gets a result, this leads to review and reinforcement.

**Review and Reinforce:** This is the final stage of the Cycle of Conditioning™. When a person gets a result repeatedly, it serves as confirmation that the originating belief is true. In other words, the person has concrete evidence for original belief and, based on this evidence, continues to embrace the belief.

This Cycle of Conditioning™ mostly operates at the sub-conscious or un-conscious level. This means that most people walk around unconsciously creating results—both positive and negative.

Now that you understand internalized oppression, and the Cycle of Conditioning™, let me share the impact of these elements on performance in the African-American community.

### **Conditioning in the African-American Community**

These principles of conditioning are the rocket fuel for the transformation of our people in the next decade. If you don't pay

When you control a man's thinking you do not have to worry about his actions...

Dr. Carter G. Woodson

attention to this, you may miss the exciting journey that is in store for you. Many things condition the human mind; the most prevalent ones are media, education, the church, family, extended community etc., with one of the most powerful being the media. When the conditioning has limitations in it, it produces limited result. When the conditioning is positive, it generally yields positive results. The conditioning in the African-American community looks something like this:

### 400 Years of Conditioning



As Dr. Naim Akbar so eloquently stated in his book, *Chains and Images of Psychological Slavery* "Slavery was legally ended in excess of 100 years ago, but the over 300 years experienced in its brutality and unnaturalness constituted a severe psychological and social shock to the minds of African-Americans". This shock was so destructive to

natural life processes that the current generation of African-Americans, though we are 5-6 generations removed from the actual experience of slavery, still carries the scars of this experience in both our social and mental lives."

In other words, although we are more than 100 years removed from the nightmare of slavery, and just over 40 years removed from the end of segregation, the psychological effect still reverberates in our community. These effects get handed down, subconsciously, from one generation to the next, primarily through the dominant cultural belief system. This internalized racism or self hatred is still evidenced in the language that we use to describe ourselves and each other.

-In 1788 African-Americans were considered three-fifths (60%) of a person for tax purposes.  
-In 2004 African-Americans' economic value amounts to three-fourths (73%) when compared to Whites.

*State of Black America 2004 Equality Index*

Dr. Kevin Washington wrote in *Post Traumatic Stress Disorder of American Slavery: Implications for Cultural Healing* "Comments about aesthetics such as 'good hair, pretty eyes, and fair skin' reveal the thoughts and feelings of self-hatred. The words that are used to refer to one another (e.g. bitch, w[ho]re, niggah, and dawg) reveal deep pain."

You will notice that language is a crucial element of the Cycle of Conditioning™. In the recent debate in popular culture surrounding fired shock jock Don Imus, language became the source of a hostile debate around the use of derogatory language. It is especially relevant that the rap industry was targeted and taken to task for perpetuating negative language stereotypes in music.

Lots of leaders on both sides jumped into the conversation, with mostly blame and finger pointing towards the other side. I believe that if we look a little deeper at the implications of negative language on the psyche of any human being, we can get some of the answers that we need.

Masaru Emoto wrote a fascinating book "The Hidden Messages of Water". In this book he discusses the impact of language on water:

But what, fundamentally are words? The Old Testament states "In the beginning there was the Word." This would mean that before the creation of the universe, there existed "the Word." My interpretation of this is that "the Word" created human beings and then learned words from nature. In primeval times, when people lived within nature, they needed to protect themselves, and so they were sensitive to the frequencies and sounds generated by nature, in order to detect danger before it could sneak up on them. The ability to understand sounds, of an animal walking through the grass, for instance, and to understand and relay these sounds using one's voice was required for survival.

Why, then are the languages that people speak so diverse? This is quite easy to understand if you consider that language is learned from the vibrations of the natural environment, which varies with each location.

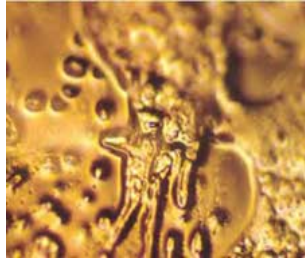
After seeing water react to different environmental conditions, pollution, and music, Mr. Emoto and colleagues decided to see how thoughts and words affected the formation of untreated, distilled, water crystals, using words typed onto paper by a



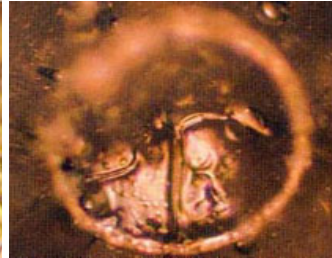
word processor and taped on glass bottles overnight. The same procedure was performed using the names of deceased persons. The waters were then frozen and photographed.



“Thank You”



“You Make Me Sick,  
I Will Kill You”



Adolf Hitler

Water exposed to the words “Thank you” formed beautiful geometric crystals, no matter what the language. But water exposed to “You fool” and other degrading words resulted in obviously broken and deformed crystals.

What is important about this? 70% of the Earth is covered in water. The human body is 70% water. Do you think that words like “ho” and “nigga”, said with a hostile intention might negatively affect not only the sender, but also the receiver of such language? Do you see how negative language has an adverse spiritual, psychological, and even biological effect on a person that is made up of primarily water? Seen through this perspective, no one, Black or White, should take the liberty of *labeling* anyone with negative language.

As a life and business coach, this makes perfect sense to me. One of the most powerful aspects of the coaching process is that both the coach and client are speaking the *vision* and *intention* of the client. And the coach is trained to listen for the limiting language that belies an underlying limiting belief, and redirect the client’s language and action so the client speech and actions are in

alignment with their vision. When you draw a correlation between Emoto's work and coaching, you can imagine that constantly speaking an intention and vision actually re-aligns the internal building block or "water" inside that client.

### **What does the word *black* mean?**

I originally hesitated to call this program Black Mastery because of the subconscious negative connotations that are associated with the word black. However, Black Mastery is about overcoming and transcending the negative identity that we have lived with for generations. It is about throwing off any type of chain, be it psychological, financial, or emotional. Dictionary.com defines black as:

#### **Black** *adj.*

1. being of the color black, producing or reflecting comparatively little light and having no predominant hue
2. having little or no light
3. lacking hue and brightness
4. characterized by absence of light; enveloped in darkness
5. soiled or stained with dirt: *That shirt was black within an hour.*
6. gloomy; pessimistic; dismal: a black outlook
7. deliberately; harmful; inexcusable: *a black lie*
8. boding ill; sullen or hostile; threatening: *black words; black looks.*
9. without any moral quality or goodness; evil; wicked: *His black heart concocted yet another black deed.*
10. indicating censure, disgrace, or liability to punishment: *a black mark on one's record*
11. marked by disaster or misfortune: *black areas of drought; black Friday*

12. based on the grotesque, morbid, or unpleasant aspects of life: *black comedy; black humor*
13. (of a check mark, flag, etc.) done or written in black to indicate, as on a list, that which is undesirable, sub-standard, potentially dangerous, etc.: *pilots put a black flag next to the ten most dangerous airports.*
14. illegal or underground: *The black economy pays no taxes.*

Whew! No wonder we experience such challenge in our communities. Our essence, our very identity is associated with extremely negative definitions.

Now I know many of us are quite offended by the use of the "N" word, but do you know what the ancient original meaning of that word is?

### **Did You Know The Original Meaning of the "N" Word Had A Connotation Connected to the Gods?**

Pianke Nubiyang states that the word "nig..." used to be the most revered and sacred word in the universe. It was the "divine epithet," and the people who began using the mother of all words that originated from this word which was sullied by the British, were the ancient Egyptians or better, the Khemites, who called their land, "Khemet" or "The Black Land."

In other words the word "N-G-R" means "GOD" in ancient Egyptia. The father of the "n" word was the word used by the ancient Egyptians for "God." That word was "N-g-r" and as one can see, there are no vowels in this word. In the ancient African and even the present African languages (the Afro-Asiatic linguistic family) vowels such as "a,e,i,o,u" are not found in

many translations, particularly of ancient Hebrew and Egyptian languages.

In the translation of ancient Egyptian and Hebrew (which is heavily influenced by Egyptian), one will not always find vowels, therefore, very few people will realize that the word for God, which is "N-g-r" pronounced "en-ger" was the Egyptian word for God. In fact, the Egyptian word for "nature," is also the word used for God. That word is "ntyr," (pronounced net-jer." Now pronounce the word "nigg.." and the word "net-jer," and one sees the clear connection.

Now, I know this is a controversial thing to say, given the recent debate over the use of this word in American culture, but I think it is useful to have understanding of the origins of certain words and ideas, so that we can make informed and conscious decisions about the meanings that we assign to things.

The negative connotation to dark skin lives on today. In his ground breaking book BLINK, Malcom Gladwell describes racial conditioning with a tool called the Implicit Association Test or the IAT.

The IAT is based on the observation that people make connections much more quickly between pairs of ideas that are already related in our minds than we do between pairs of ideas that are unfamiliar to us. In the race IAT the tester is asked what their attitudes towards blacks and whites are. Most people answer that they think of the races as equal. Then comes the test, which the tester is encouraged to complete quickly.

More than 80 percent of all of those who have ever taken the test end up having pro-white associations.

This, by the way, includes African-American test takers. Does this mean that 80 percent of the population is racist? Probably not. It means that attitudes towards things like race and gender operate at the conscious and unconscious level. At the conscious level, is where we choose to believe about race and then there is what happens at the unconscious level. The more deeply subconscious a concept or belief is, the more powerfully it operates in our lives.

**Your Subconscious Mind is Running Your Life, A lot  
More Than You Think**

Consider that last statement—"The more deeply subconscious a belief is, the more powerfully it operates in our lives." I rediscover this statement every day in my work with clients. I worked with one African-American man in the public sector. I was brought in to work with him around his anger issues. He was a new supervisor and performed quite successfully, with one exception. He had an angry, borderline violent, temper that, when triggered, would erupt and completely undermine his interactions with his managers, peers and subordinates. And although he *consciously* desired to change his behavior, he could not do it because the anger was embedded deeply in his *subconscious* mind. It's like when someone diets unsuccessfully, their conscious mind knows it *should* eat differently, but there is often a deeper subconscious belief at work that is in conflict with the conscious desire—especially at the identity level. When a person who is overweight assumes the identity of a thin person, their behavior will align with the identity. This is why will power does not always necessarily work.

My client, let's call him "Joe", was struggling with this issue. It was extremely upsetting to him, he really wanted to keep his job, but his job was clearly in jeopardy.

In my second coaching session, I performed a cutting edge intervention using Neuro-Linguistic Programming that removed his anger permanently. That's right, as of this writing permanently, and this took place well over 3 years ago. How did I do it? I used a process that accessed his subconscious mind, and *deleted* the negative emotion of anger right out of his experience. It turns out the first time he experienced the emotion of anger was a horrific event, where he witnessed his mother being shot by a neighbor. The event was so traumatic that anger got "hard coded" in his nervous system as a primary emotion and he had been deeply identified with the anger since the incident.

Now it would have not been obvious, at first glance, to me or him, that this event was the source of his adult angry states. Only after I delved deeply into his subconscious mind did the root cause of his issue become obvious. This session took about 45 minutes and he credits it with saving his career.

And so it is with the word *black*. It contains many negative subconscious connotations and meanings, yet, I believe that it is exactly this negative association that should be conquered, or mastered, hence the title, Black Mastery. I believe it is time to throw off the negative aspects and begin to live into a more empowered meaning and definition of the word *black*. A meaning that has us feeling inspired, uplifted, and powerful.

## **The Revolution Will Not Be Televised: It Is Internal!**

Black Mastery is a culmination of all of my years of experience, as well as that of many of my colleagues. It combines several powerful and proven methodologies for transforming behavior and performance. The bottom line—we will not realize any dream for our people *until we change our minds*.

### **What is Mastery?**

My colleague, Nigel Henry, is the creator of a technology called Mastery Unleashed™, which is a set of tools and practices that unleash Mastery performance in all who come in contact with it.

He tells a simple story to illustrate the definition of Mastery:

“Did you see the movie “Ray”? As you probably know it was a film about the life of the brilliant musician Ray Charles. In it, Ray made a statement that made him rich. He said “Bring me the masters.” What was he asking for when he asked for this? He was asking for the original copy of his creation. This term Master applies to things and people.”

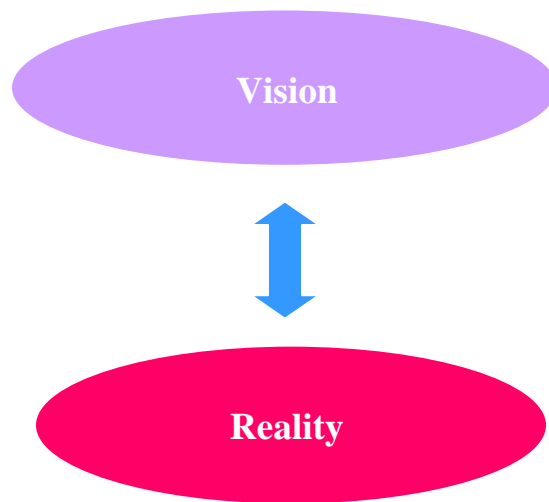
One definition is that a master is an original copy. An original copy of what, you ask? An original copy of the creator.

Therefore, in this definition, Mastery is “The degree to which I am being like the creator. Like God.”

In other words, the degree to which I am *causing* powerful results to occur with thoughts, beliefs, language, and actions.

The Mastery Unleashed™ process gives the definition of performance in the following manner:

## Performance is...



## The rate at which my Vision is made Real

What are some of the attributes of masters? Masters create massive results in a short amount of time: otherwise known as a miracle. This miracle is what we call Mastery Performance.

What inhibits Mastery Performance? Limiting beliefs and language and all of the actions and results that are created. Remember the importance and effect of language that I spoke of earlier? One crucial concept in Mastery is the notion of "victim talk". Let's face it, we have been historically and



may even be currently victimized by the dominant culture. However, no matter how they have labeled us, when we identify ourselves as victims, all of our results align with that identity. This bears repeating: *"If I believe I am a victim, I will get a victim's results."* Period!

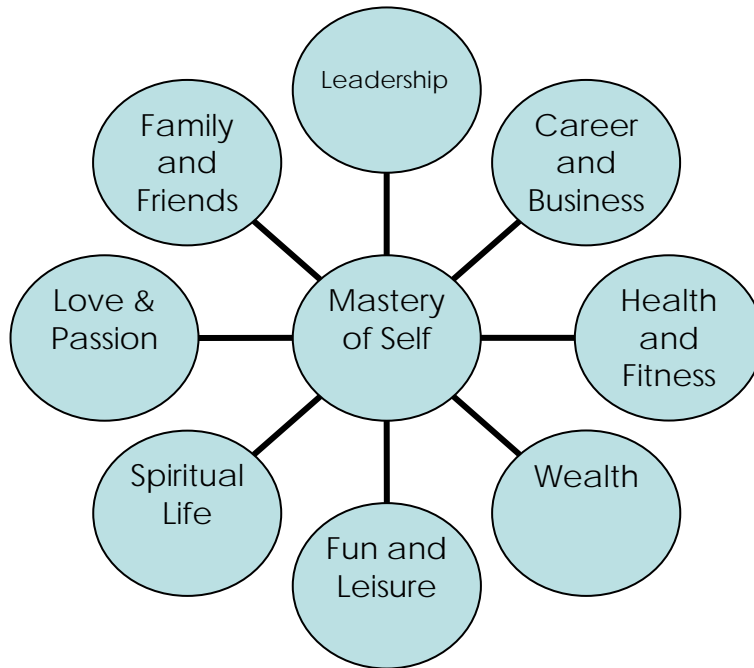
### **You Either Have Results or You Have Reasons**

Another way to put this is, you either have results or you have an excuse about why you are not getting the results you want.

I once had a conference participant say to me after hearing these concepts, "You just set me free. Even though I have been victimized, I don't have to BE a victim."

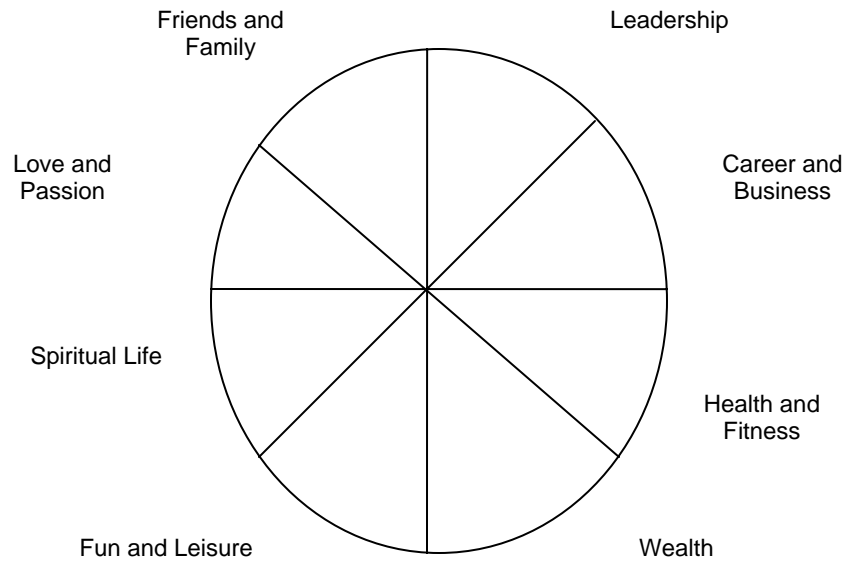
### **Conditioning is the Problem. What is the Solution?**

You may be thinking "If beliefs are such an integral part of the problem, how do we solve the problem?" or "Can you really eliminate limiting beliefs?" The answer is ..YES! In fact, once you clear and recondition limiting beliefs, especially identity beliefs, it has a powerful multiplier effect on the rest of your life. In other words, once you master yourself, you master your entire life. And once individuals in our community master their lives, they can master the destiny of the community.



The world is being transformed before our very eyes into a global economy. Peak performance in any given arena will be required to participate in and shape this new economy. How we master ourselves will dictate whether we get to participate in this arena or not.

My question to you is: How much evidence of mastery do you find in your own life? Take a quick assessment below.

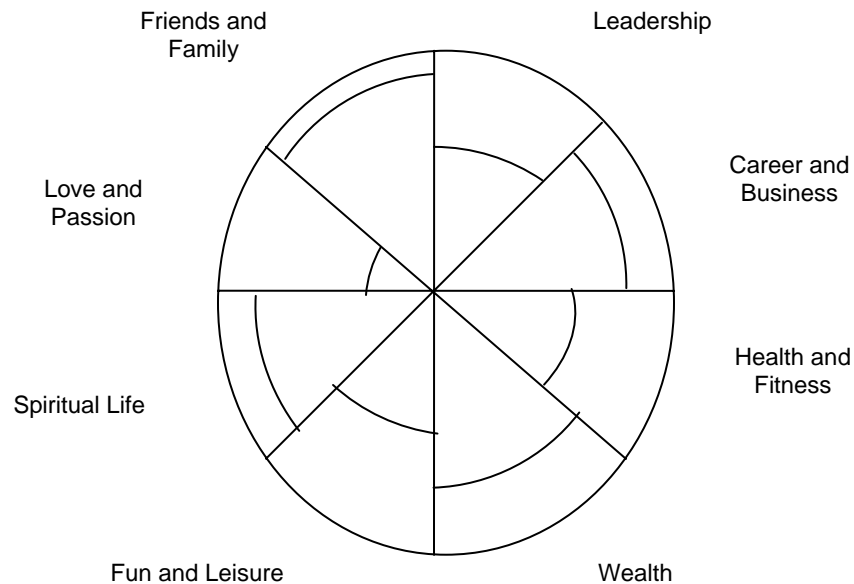


1. The center of the wheel is 1, and the outer edge of the wheel is 10. Rank your level of satisfaction with each life area by drawing an arc at the number that represents your level of satisfaction. A 1 means you are not satisfied at all with an area right now; A 10 means everything in that area is absolutely perfect for you right now.

2. Write the number that the arc represents. For example, if you are 50% satisfied with your career, draw an arc about 1/2 of the way out from the center of the circle in the Career section of the Wheel, and label it 5.

Complete all wedges in the wheel. What do notice about your wheel?

An example:



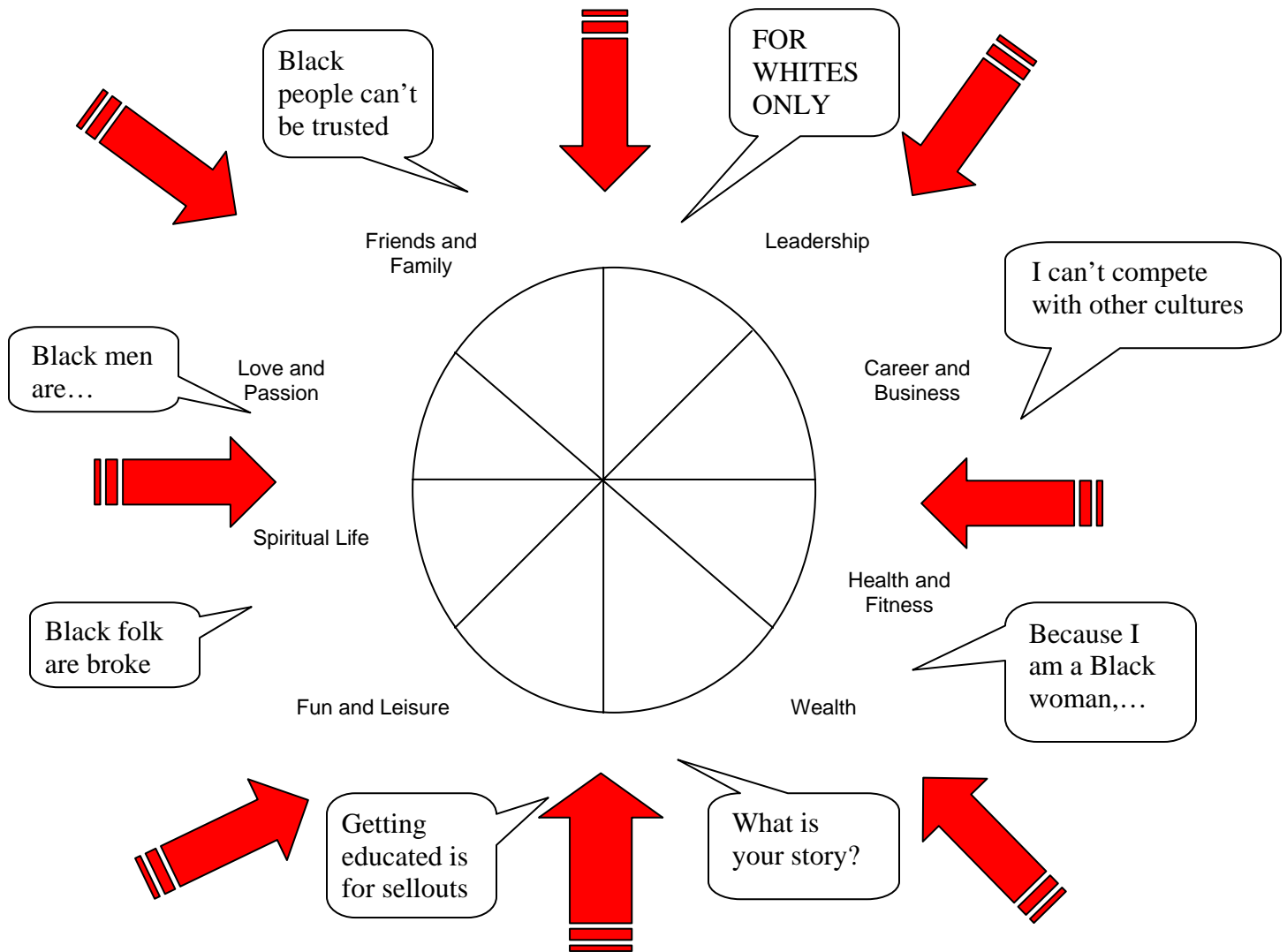
If this were the wheel on the car of your life, how bumpy would the ride be?

Remember how we discussed The Cycle of Conditioning™ back on page 13? This is a snapshot of your current conditioning. In other words, every *belief* you have held, has led to a *result*, and what you have just assessed is your level of satisfaction with the results that you have created.

Are you satisfied? Or are you dissatisfied? Nothing happens in your life until you recognize your dissatisfaction, and are willing to get unreasonable about your dissatisfaction, and are willing to stop tolerating mediocre results.

Another question...what impact does your internalized oppression have on the wheel of your life? How might your limiting beliefs about being Black impact your results? In other words, what **pressure** does your Black identity have on your life? For

example, if I have a score of 5 in my career satisfaction, how might the belief "Because I am a Black man, I will never get ahead" impact the results you get? It might look something like this:



Adapted from Judith Wilson and Jeff Jacobson

I want you to take a few moments and quickly write down your responses to the following statements. Don't think too long about your answers. Just write the first thought that comes to mind.

Black people are \_\_\_\_\_.  
Black men are \_\_\_\_\_.  
Black women are \_\_\_\_\_.  
Because I am Black, \_\_\_\_\_.  
Black wealth is \_\_\_\_\_.  
White people should \_\_\_\_\_.  
Light-skinned Black people are \_\_\_\_\_.  
Dark-skinned Black people are \_\_\_\_\_.  
Other cultures \_\_\_\_\_.

Take a moment and review your answers. What do your answers tell you about what your belief says about yourself, your community? Do you have a sense as to which limiting beliefs hinder your Mastery Performance? Do you notice any themes?

What areas would you need to put your attention on to accelerate Mastery Performance? In other words what one area of focus gives you leverage on all the other areas? What would you *need to believe* to get the results you want? What would you need to believe about being Black that would free you up forever?

We do not know who we are, we cannot explain how we got here, and have no sense of our destiny beyond mere survival. We are so used to having others make long term plans for us, that the idea of our own five year plan is terrifying to us.

**Dr. Asa G. Hillard**

When I work with clients, there is usually one or two areas that, when addressed, have a multiplier effect on all other areas. For example, when someone gets the area of wealth addressed, the generation and management of it or the strategy for handling it greatly affects their ability to have more fun and leisure to effectively address health concerns, etc. Or I have worked with many African-American executives who believed, "I can't get ahead because I am Black" and when we cleared the belief, their careers flourished. What would your life look like if everything in your life was flourishing?

## **The Black Mastery Approach**

The Black Mastery Program is a collection of proven methodologies and techniques that are designed to unleash power and potential in the African-American community through a powerful combination of potent technologies, which include traditional coaching, Neuro-Linguistic Programming (NLP), hypnosis, and Mastery Unleashed™. NLP and Kemetic Psychology share common elements in that in both methodologies, the mind is recognized as the primary cause and cure of disease and the cause of all results. These cutting edge technologies, used in tandem, are proven to produce rapid belief and behavior change.

### **The Black Mastery Process includes:**

- **Identify Limiting Conditioning (Assessment)**
- **Clear Limiting Beliefs**
- **Activate a Vision**
- **Create a Plan**
- **Take Action**
- **Celebrate the Results!**

### **The Bottom Line**

Can you imagine a time when you are living the life of your dreams, when you wake up every day feeling inspired and empowered, and you look around and see the powerful results you have created for yourself and

There is in this world, no such force as the force of a man determined to rise.

**W.E.B DuBois**

others? Can you imagine a world where young Black women and men refer to themselves and each other, not as "dawg" or "ho" but as "Masters", as the original copies of the creator? When they brag about how they have mastered their game, creatively, academically, financially, or otherwise? I can. I believe it is possible, and have designed my life's work to ensure that this becomes a reality in future generations. I hope you will join me and my colleagues in this vision for the future.

If what I said resonates with you, please drop me a line and let me know your thoughts.

I will be sharing more in depth concepts and strategies in the next several weeks. When I launch the Black Mastery audio program (in about a week), I invite you to give yourself the gift of a different destiny and get this product. If you don't buy the Black Mastery product, what will the cost be to your future and destiny? Keep an eye on your email box for more concepts and practical applications for what you have just read.

In the meantime,

To Your Power and Mastery!  
Veronica Conway, CPCC

P.S If you have benefited from this information in any way, or want to give some feedback, please come and chime in on my blog at [www.theblackpaper.com/blog](http://www.theblackpaper.com/blog)

And you can send your friends to [www.theblackpaper.com/taf](http://www.theblackpaper.com/taf) so that they can get their own version of this document.



## Resources

[www.blackmastery.com](http://www.blackmastery.com)

[www.blackcoaches.org](http://www.blackcoaches.org)

[www.veronicaconway.com](http://www.veronicaconway.com)

[www.masteryunleashed.com](http://www.masteryunleashed.com)

[www.phenomconsulting.com](http://www.phenomconsulting.com)

[www.naimakbar.com](http://www.naimakbar.com)

[www.blackfolkbroke.com](http://www.blackfolkbroke.com)

[www.frasernet.com](http://www.frasernet.com)

[www.tvsmarketing.com](http://www.tvsmarketing.com)

[http://www.raceandhistory.com/cgi-](http://www.raceandhistory.com/cgi-bin/forum/webbbs_config.pl/noframes/read/127)

[bin/forum/webbbs\\_config.pl/noframes/read/127](http://www.raceandhistory.com/cgi-bin/forum/webbbs_config.pl/noframes/read/127)

[www.hado.net](http://www.hado.net)

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