

SELBSTÄNDIGE IMMIGRANTINNEN

Podcast

🔊 FOLGE #5

00'00"

Hallo und herzlich willkommen zur einer neuen Podcast-Folge von ISI. Ich bin Sou-Yen Kim und freue mich, dass Sie dabei sind. Heute machen wir ein etwas anderes Interview, und zwar auf Englisch. Warum, erkläre ich gerne nachher. Zunächst möchte ich Ihnen meine heutige Interviewpartnerin vorstellen, die, wie ich finde, ein sehr sinnliches Business gegründet hat, denn sie verbindet Kunst mit Yoga. Ob man dafür aus dem Kopfstand heraus zeichnen muss, das wird mir gleich Alisa Poplavskaya erzählen, so heißt sie nämlich. Seit 2015 bietet sie Workshops, Kurse an, die Kunsttherapie und auch Yoga-Sessions beinhalten. Sie kommt ursprünglich aus der Ukraine, ist 35 Jahre alt.

Der Grund, warum wir heute das Interview auf Englisch führen, ist ganz einfach: Ihr Klientel ist hauptsächlich englischsprachig und wir dachten, warum dann nicht auch mal ein Interview auf Englisch führen. Immerhin stellen wir hier Frauen mit internationaler Geschichte vor.

Hi Alisa, I am very happy that you are here and have found your way to ISI.

01'05"

Hi, so good to be here, thank you for the invitation.

01'08"

So, in my presentation I mentioned that you combine art with yoga. I think this needs some more explanation.

01'15"

Maybe I start with 2013. I lived for one year in Nepal, where I learned Tibetan Mandalas, a Tibetan art. I found this process highly meditative and usually monks are doing that. It's a very meditative and very healing process. Later on, I became a yoga teacher as a background of psychology. I decided that for me personally, for my inner journey, it's very powerful to unite art and yoga. And specifically, mandala art and yoga. It's something that helps us to release anxiety, it's something that can help us to find answers, connecting to our intuition and to benefit our health, physical and emotional.

02'02"

How did you develop your idea to combine art and yoga?

02'07"

That's a very good question, thank you. I started to express myself through art and this art was mostly intuitive painting. It was interesting to see, actually what my heart wants to tell me. I never was interested in painting landscapes or something which exists, because I think it's divine and beautiful exactly the way it is. But I was always interested, what actually comes from the heart, from the inside, from myself and from people I'm having workshops with. And then I found that I was so much into art I forgot about my body. I started to gain weight and I didn't feel so flexible anymore and I realized that when a friend invited me for a woman circle where we have danced. And I realized that my body was not flowing as much as it used to. And this exactly was my path when I started my yoga practice and then became an internationally recognized yoga teacher with the yoga alliance certification. It was a super transformational journey for me. Later I realized that both of those combinations are really unique and perfect to combine. Because we take care of our body, we recognize our body as something very sacred, something very unique and we should keep it healthy. And at the same time, we open up for this transformational conscious process of creativity.

Folge #5 Alisa Poplavskaya

03'42"

When I saw your website, which I will mention again at the end of this interview, I found a variety of offers you make. Could you tell me something about them?

03'51"

At the moment I am offering mandala therapy sessions, it's one to one-sessions mostly with women, where we are meditating. We are doing some mindfulness activities to make sure that we are connecting to ourselves deeply to our heart and not so much to our reigning minds, the minds that are constantly trying to solve something. And then we express ourselves to different therapeutic art techniques, which are usually mandalas. There were introduced to mandala therapy by Carl Jung, where he could see his unconscious through this mandala art. And that's why he was drawing mandalas every day for a very long period of his life and introducing his method in his psychotherapy work. I feel it's a wonderful opportunity to release emotional blockages and actually to be aware where I am now and what is the next step to do in order to blossom, in order to flourish and grow. And the second thing I am doing is, I am teaching Vinyasa yoga art therapy after which we draw mandalas. It gives an opportunity to take care of our body within one and half our Vinyasa practice. Afterwards we come to meditation, then we draw mandala or explore different therapeutic art techniques and then we open up for sharing. This is also very transformational which I highly recommend to everyone. It doesn't matter if this is with me or by yourself. Just when you practice yoga and open up yourself creativity flow it's definitely benefit you. And the third thing is I am teaching mandala painting course. It's where I am teaching Tibetan mandala and chakra mandalas where we learn very concrete formulas. How we draw, how we paint, and this is a very meditative process. Something which helps us to calm our mind, but it takes time. A minimum course is 15 hours, which is needed to accomplish our mandala artwork, which is usually 50 to 50 or 50 to 70 on canvas. And then to have for ourselves, for our home. It's reminder for our inner journey.

06'30"

Do I need any knowledge to book a course?

06'35"

Not at all. No artistic experience is required. What's needed for us is to be open and even more than that is. So many people are coming to me and saying "Alisa, I am not creative" or "I cannot draw, I cannot paint" and I don't believe it, it doesn't exist. And when I am asking "When did it start? You were very creative when you were a child, isn't it?". And everyone says he remembers himself drawing or painting, creating something. And then it's usually one or two people who create these blockages in us. It's an art teacher who gives us bad marks or maybe a mother who says it's not so serious to do art, to do something more serious. So, we are trying to unlock this blockage and allow the energy to flow. Experience is not required at all, what's required for mandala painting is patience. Which sometimes can be challenging, but as soon as we come together to this place, meditate for 10 minutes and listen to meditative music and explore a bit of aroma therapy it helps us to connect and to tell our minds "Now it's time for me to relax, now it's time to take care of myself, now it's time to explore myself to bring my inner child through this art". This is quite sacred, it's always a deep connecting with each person I do it. I remember each and every one of them. It's a fascinating process, I just love what I do. I am very happy person.

08'28"

Yes, you seem very happy, and you are shining, you are glowing. Did you study art to do your job?

08'38"

I studied 5 years in art school, an international art school. It was an academic school, but it was not my master degree. My master degree in psychology and social psychology and sociology. But the creative process was always with me. Either I was writing, either I was drawing, either I was painting.

Folge #5 Alisa Poplavskaya

Mostly I was painting. Especially in 2008 I found this transformational process of painting in Stockholm. I studied a lot of text through this year. Mystical texts, biblical texts, very open-minded text, I think I wanted to express myself somehow. This was my gates towards, my inner world of self-expression, which developed afterwards. Through abstract art, painting, acrylic painting workshops, inner child activation workshops, creativity activation workshops and then came to mandala. Mostly it's more about mandala and yoga at the moment.

09'46"

Did you always want to become an entrepreneur?

09'49"

It's a very good question. When I was actually here in ISI, 4 years ago, one of the professors asked me "Why do you have to be an entrepreneur" and I said, "I have to be free". I guess yes, I knew I always wanted to be independent. I wanted to collaborate with many projects in organizations which I do now. I collaborate with different organizations and also schools, but I am still independent. For me this is very important, it's what matters. To be free and to be independent and to make sure I am the one who is responsible for my schedule. Sometimes it doesn't mean I work less than others, sometimes I actually work more, sometimes I only have one day off. But I know what I am doing, and I feel the purpose of it, I see the meaning in it, and this is what matters to me.

11'03"

But how do you make sure that you don't burn out?

11'09"

I think it's the simple answer of yoga, meditation and creativity. What I have to make sure is not to burn out when I do the marketing things. And that's I have to make sure, I am taking pause, make myself a fresh cup of tea, I take a shower in between when it is needed. But from the work I actually do with people I don't think I burn out, because it is just flow. And I am just being a guide and energy is flowing through me. So actually, I don't think it's possible to have a burnout in this part. But in the other part, finance and all the independence freelancer things, marketing and updating the website it's something I am working myself. There is an interesting saying about our minds. Our minds believe what we say to our mind. If we are waking up saying we are grateful our minds will send us sort of gratitude. And if we wake up with worries it will keep up with worries. Once we realize it, we can use it in our work. If I am negative to the marketing things, I have to do then I am also negative. But when I say I am open, it's an opportunity to show here I am, I am open and in case you feel like it, join me. And in case you don't resonate with it, it's okay. So, once I am changing and shifting my mindset towards it then it's going better, easier, more creative. I am struggling with it and I have my pains with it as well. Then I have to stop myself and say: "I will 7 mindful breaths and I will connect to this work differently".

13'19"

Would you say that you gain energy by exchanging with your participants in your workshops?

13'27"

I feel like there is more energy flowing through me. I feel like I am the vehicle. Definitely there is an exchange as well, but I feel it's mostly being the vehicle for the work which is flowing through me. That's why I maybe don't feel so much tired afterwards. These exchanges happen in one to one-sessions or groups during mandala sessions. And when it is one to one-session then it's definitely a journey for both of us. Because during this time, usually 4 hours the day, we are having very soulful conversations. And of course, it's a beautiful energetical work and exchange and the people who are coming they are coming very honest, very connected somehow. It's very joyful to connect with those people. When two energetical fields are coming together there is just more energy created. So, it's in a way both.

Folge #5 Alisa Poplavskaya

14'37"

You seem to be a very positive, optimistic person. How come?

14'46"

I have still my struggles, but if I am honest, I feel I am very grateful for everything in my life. And I feel the gratitude can unite all of us and make us happier every day. Because there is always something to do, always something to solve and to accomplish. But as soon as we once, twice better three times a day connect to our gratitude and saying "One moment, what I am grateful for? Why am I grateful for today?", maybe it's a little thing, maybe you shared a beautiful soup with someone or a cup of tea with a friend or you had a mindful conversation or meeting with someone. I feel this positivity comes from the gratitude and from the mindfulness and soulful work. It's a big energy boost.

16'03"

You mentioned ISI before, and I was wondering if you already had your business idea in mind when you came here?

16'11"

I was teaching already when I came here. I had my studio where I was teaching Tibetan art and meditation mostly for women. It was a very soulful experience, but I faced all the other not so soulful things like taxes and finances, rent and different costs. Then I realized that I believe in what I am doing but I also have to find strength to do it professionally and well. And this was my call. ISI came into my life, and I am so grateful for all the coaches which are here. They helped me a lot to do things which with I was struggling with like marketing and finances. All the things I was not aware of. It was a big support. It was also beautiful connection with people here, the people that are working for ISI are very special. There are power women, they support you, they give you advice. There are very different archetypes. It's a mixture of beautiful archetypes that come together to help each and every one to make sure that she can feel connected to someone specific to unfold. They help entrepreneurs to flourish and to bloom.

17'48"

In which way did the workshop affect your business?

17'51"

I have felt more secure. There were so many things I didn't know. It definitely gave me the sense of security and confidence to contact bigger organizations. Because I knew all was set and right. There was one teacher here and she was teaching finances and when she looked at my Tibetan art course calculation, she told me: "Alisa with your current cost calculation you can afford a vacation once a year in Poland". It was funny for me to hear, and Poland is a beautiful country. But as much as I love to teach and especially to take retreats and to teach in Asia which I do as much as I can it made me smile. And she helped me to understand that I spend a lot on the materials and the proportion is not correct. She helped me to make it more applicable to make it balanced. This experience here gave me knowledge, confidence and sense of security and it did effect, how I do my soulful business. I gain more clients just by presenting myself in the media.

19'30"

How do find clients the way to you or how do you find clients?

19'40"

Actually, I don't find my clients. I think the clients find me, for one to one-sessions for sure. To be honest it's still through recommendations and through festivals where I am also teaching. For bigger organizations it's another approach. If there is an international school, I am offering a special workshop for teachers, mindfulness workshops for teachers. And I am collaborating now with several international schools.

Folge #5 Alisa Poplavskaya

20'29"

It sounds to me that your business has developed very successfully and as we all know 2020 has been very challenging especially for entrepreneurs. How did the pandemic effect your business?

20'45"

It opened the opportunity for online consultations. So, more and more women and couples started to contact me and my husband for Zoom consultations and I am teaching yoga online as well. It affected my business that I am opening my zoom account saying to people "Welcome to my home". Because this is where I am, and I am teaching from my home. But this is how it is. You look at the situation today and you embrace it, and you think "What is the best I can do?" and having this good will is what matters. This is what I do, and I mostly guide people online.

21'35"

We are almost at the end of the interview. What advice would you give other women who are thinking about entrepreneurship?

21'47"

I would give an advice to feel what you love to do. Because entrepreneurship and being freelancer takes so much energy and so much effort and sometimes the financial income does not come within the first months. And this you can only do when you really believe in what you are doing, when you really love what you do. When you feel that you are blooming and that you are contributing and making others feel better, something that is contributing for your personal wellbeing and wellbeing of others. I would highly recommend ISI and consult with all the beautiful coaches. Because this is something that will give you confidence. And not to give up. Definitely train your mind, because your mind will tell you to give up, it's so much work. Train your mind to say NO, I take this half or one year to build what I believe in, and I want to professional and it has to be legal and that's why it has to be business. In order to have business you should consult people who are professional in it. And this will help you a lot.

23'04"

Thank you very much Alisa for this nice interview, I can feel the energy and the positivity, and I thank you very much.

Wenn Sie auch mal Mandalas zeichnen wollen, dazu meditieren und auch Tee trinken möchten, dann schauen Sie mal auf die Website von Alisa Poplavskaya www.alisapoplavskaya.com, da finden Sie zum einen wundervolle Mandalas, aber auch Beschreibungen der Workshops, die Alisa anbietet. Und sollten Sie eine außergewöhnliche Geschäftsidee wie Alisa haben und Ihnen fehlen noch Basiskenntnisse, dann schauen Sie auf isi-ev.de. Da finden Sie eine Reihe von Kursangeboten, die für Ihre Existenzgründung nützlich sein könnten. Das war es auch schon für heute.

Ich danke Ihnen, dass Sie wieder reingehört haben. Machen Sie es gut!

And thank you very much again Alisa.

23'58"

You've done it wonderfully, thank you and thank you to everyone, blessing to all of you!