

Maarit Lauro

HOW TO MANAGE YOUR BUSINESS WITH ASTROLOGY?

Astrology is a multi-faceted field of knowledge, providing tools for the study of a variety of life situations. In addition to psychological personal analyses, astrology is used for examining the affairs of individual countries (mundane astrology), identifying collective trends, analysing health-related matters (medical astrology), preparing weather forecasts as well as in travelling and tourism (local astrology) and in the analysis of historical events, to mention but a few applications. Business astrology attracted a great deal of attention, especially during the economic boom of the 1980s, and increasingly astrologers began to combine their knowledge of astrology with the analysis of economic trends. Business astrology is typically associated with financial astrology, but there is also more to it than financial trends. So, what exactly do we mean when we talk about business astrology?

Business astrology can be divided into three areas, which all emphasise different aspects of astrology.

- . First and foremost, business astrology is concerned with economic scenarios. This is generally referred to as financial astrology. The key questions on which financial astrologers focus include: which sector is going to boom and which one slump within the next six months, when is it profitable to be active on the market and what is the outlook for a given sector within a certain time span. This branch of business astrology can be likened to what economists do, and examples of astrological analyses in this area include those that envisaged the stock exchange collapses of 1929 and 1987 and the turnaround in the economy in 2000.
- . On the other hand, business astrologers analyse the performance of individual shares and companies in the same way as market analysts do. They make an analysis of a company,

examining the market moves and evolution of that company from the historical perspective. With the information obtained they evaluate the future trends of the company. Among those companies that I have analysed is Nokia (Laurento 2002), a particularly interesting company dating back to the 1860s, not only because of its long history but also because of its exceptional success in Finnish terms during the 1990s.

- . Personnel astrology is the third major branch of business astrology, and it is concerned with personnel development, team analyses and management strategies. Personnel astrology mainly focuses on synastric evaluations and team building and in some countries also on recruitment.

How did it all begin?

The roots of business astrology are in the initial stages of financial astrology, which can be said to have started in the early 19th century. At that time William Herschel, who had discovered Uranus, conceived of associating the cycles of sunspots with the

price cycle of wheat. Correlations were indeed found, and this area was vigorously studied to such an extent that even economists became involved and delivered speeches on topics such as the solar period and the price of corn. (Bates & Bowles 1994, 29-30.)

There were some pioneers in the field but, without doubt, the veritable trailblazer of financial astrology is the legendary W.D. Gann, who developed his own system “based on natural laws” but who never wrote a book about it. Later generations have tried to reconstruct his techniques and continue his work, as his stock exchange forecasts were astoundingly correct. The legendary story about Texas-based Gann tells that in 1909 he challenged the press to observe his market behaviour for the period of a month, during which time he made all his investments under the eyes of the press. His success rate was an amazing 92% (the total number of moves he made was 286). (Bates & Bowles 1994, 36-37.)

Gann has a number of followers. The 1980s were truly the renaissance of financial astrology, as this branch began to gain more and more ground. Although the techniques used have

developed since the early stages of history, the basic principle is still the same. Financial astrology compares economic cycles with astrological cycles. Economists are familiar with the concepts of “January effect” and “Monday effect”, but perhaps financial astrology could give a different, exciting explanation to at least some of these annual cycles. One of the leading financial astrologers of today is Bill Meridian, whom *Timer Digest* ranked as the best market timer of 2002 making 12-month-analyses and the fourth making 3-month-analyses.

New York (Weingarten 1999). At that time, all pieces of information about these matters were passed in brown envelopes “under the counter”. In the wake of the boom of the 1990s, many new financial astrologers entered the arena, but the slump of 2000 sorted the wheat from the chaff.

Personnel astrology evolved alongside the new coming of financial astrology. It all began from the realisation that as astrology was commonly used for solving marital problems, why could it not be used for team building and development in the workplace.

Astrologers Karen Boesen (Boesen 2003) from Denmark and Georgia Stathis (Stathis 2001) from the USA have developed their own management practices and are now some of the leading corporate astrologers in the international business arena.

Business astrologers have now formed the International Society of Business Astrologers (ISBA), led by Karen Boesen from Denmark. ISBA arranges annual business astrology seminars in London on both current and classic themes of financial and business astrology. Currently, ISBA has more than 170 members from over 30 countries, and the number is constantly on the increase. For more information, articles and up-to-date information about seminars, please visit ISBA's website <http://www.businessastrologers.com>.

The basics of financial astrology

So, how do you begin when making the analysis? First, you must have a clear understanding of different symbols and their interrelated meanings. Different industries, products and other economic factors are symbolised in different ways on the chart, and often tap from basic astrology. Memorising various lists by heart is naturally one way of learning astrological symbolism and

its associative logic, but it is best if you learn this language and its concepts yourself, so that the astrological dictionaries and how-to books serve as references, helping you to use your innate, most valuable capital – your ability to recognise connections between different facts and phenomena.

Various lists have naturally been prepared. Below is one such rule of thumb:

Sun	precious metals like gold, luxury productions, entertainment
Moon	agriculture, domestic products, restaurants, health care
Mercury	trade, marketing, communications, media, transport, logistic
Venus	clothing, fashion, cosmetics, retailing, cooperation, fusions, art
Mars	sports, military, industrial machinery (eg. cars)
Jupiter	banking, financial services, brokerage, currency
Saturn	agriculture, real estates, building

to find out which of them is the most relevant, in other words, establishing which chart to follow. Let's take Nokia, for example. It has such an extensive business history that amendments to Trade Register details have been made a number of times. They all have to be analysed retrospectively in order to establish which business moves correlate with which chart.

Defining the propitious founding date of a completely new company also falls within the scope of corporate astrology. The astrologer attempts to establish the most auspicious moment for setting up the company by analysing the founder's own chart and the overall astrological environment. Unless the line of business so requires, the astrologer will not first propose retrograding Mercury, Venus or Mars nor the Void or Old Moon for the date of establishment of the business. It is very important to take into account the purpose of the company, that is, its line of business and its role in economic and industrial life.

Trends and visions

The welfare inventory of households and families, seen as starting in summer 2003, was already reflected eg. in politicians' election speeches in the Finnish parliamentary elections, which took place in spring 2003. Family and everyday family life were key election themes in almost all parties. From an astrological perspective, this is welcome since the wheat-from-chaff period starting in the summer can be a reflection of such phenomena as the bursting of the housing price bubble, re-evaluation of welfare services, the quieting down of the restaurant business, a closer review of matters relating to education and training and a re-evaluation of the care and treatment of the elderly. All these themes are related to peoples' overall welfare, which can be reflected in, for example, taxation practices and the labour market situation. We have already observed the increased need for security both in everyday life and on the internet (viruses, spams etc).

Looking at the markets, the United States is the key reference market when it comes to future economic scenarios. From an

astrological perspective, the United States, together with President Bush, has entered a major inventory period in summer 2003, the polls have told us he is not as popular as he has been and the democrats (candidate John Kerry) have challenged him in the forthcoming election (Saturn phase). The patriotism, a coming together of families and national solidarity that were seen in the aftermath of the terrorist attacks on Manhattan have been reversed and replaced by a period of control, self-inventory, consolidation and austerity. While the telecommunication and IT industry has been conducting an internal inventory over the last couple of years (Saturn in Gemini 2001-03), the same will now be done by households and families and over education and welfare issues (Saturn in Cancer 2003-05). The people of the United States will demand to be noticed. President Bush will now have to come up with extremely smart tools with which to build the future, to ensure that the consolidation measures will be rightly targeted. When we are talking about consolidation and saving against the rainy day, one can ask if wasting resources (the cost of the war against terrorism is a remarkable amount of the USA state budget) in a war that has encountered so much opposition is the best alternative for

the future welfare or purchasing power of the entire nation.

Nokia and Microsoft

Nokia, the flagship company of the Finnish industry, is an extremely suitable object of analysis for business as it has a long business history and the media is constantly writing about it, making it easy to monitor it. From an astrological perspective Nokia has operated like a clock. The dramatic incidents and restructuring at the turn of the 1980s/1990s, followed by a refocusing on one line of business, were reflected in the chart by a major transformation, which was a downright necessity for Nokia on the basis of its charts (corporate astrology involves the analysis of several charts of the given company)[1]. Transformation and absolute abandonment of the old can be considered to be Nokia's trump[2]. In fact, Nokia's astrological *raison d'être* can be crystallised as being a company that through major crises emerges as the triumphant winner (strong Pluto on the chart). It can even be said that Nokia actually benefits from crises; Nokia seems to be

making its smartest choices when in trouble, hence making itself a dangerous rival to its competitors.

The ongoing process of inventory-taking within the telecommunication and IT sector has naturally had adverse impacts on Nokia, too, but has not harmed it as seriously as it has affected its competitors. But the situation has changed in spring 2004.

Nokia's mobile phones division is undergoing a similar restructuring and transformation phase as the entire company experienced at the turn of the 1980s/1990s (transiting Pluto has been prominent also on Nokia's gsm chart, too). Because Nokia seems to have triumphed over such crises before, I expect it to do pull an ace from its sleeve at any moment. Multi media products and mobile phones capable of transmitting images and music are already on the market, but Nokia has not gained as much gloria about them as expected. Now after chocking news about diminishing sales shares in spring 2004 Nokia has announced it begins aggressively cutting the prices of handsets. Will this bring the hunger for being in the head which will raise the winning drive? Or could Nokia be contemplating a restructuring of the

network business, because losses in that sector have been substantial? Nokia moved parts of its headquarters to New York and by splitting the company into four parts which could be analysed as a constructive Pluto rebuilding. Arm wrestling might also be expected with Microsoft, for example, which itself will enter a significant phase.

Chart 1. Founding of Nokia.

Microsoft's earlier major astrological testing times occurred at the time of the public cake throwing, when the monopoly status of the company was at stake. Microsoft did have to give up certain acquired rights, but what is the situation in spring 2004?

Microsoft's chart differs from that of Nokia's, which tackles the crises it faces and emerges as the winner, so the spring is looking interesting from an astrological perspective where Pluto plays a significant role (crossing Mars/Uranus and squaring the Sun). With the tools available it is possible to expect changes even in the position of Bill Gates (as the representative of the Sun in

Microsoft's chart). What is happening at Microsoft at the moment? Will there be changes in top management, in which arena will we see a battle of wills? Will we witness it with Nokia? Or will Microsoft do as Nokia did at the turn of the 1980s/1990s and strike the right note while undergoing a major change? Will Bill Gates be able to steer the company in the right direction? These were questions raised earlier. From an astrological perspective, Microsoft should step onto a whole new level in its operations, restruct extensively in order to abandon old ideas that have had their day and enter into a new era, just as Nokia did ten years ago. This is indeed what Microsoft is all the time attempting to do by expanding into the mobile phones sector. The technology boom recently started a new phase where entertainment clearly is one of the leading themes, just as it is in Microsoft's operations, too. But does Microsoft really have something new, more original to offer or will it be provided by Nokia (Uranus is squaring Microsoft's ascendant)? Is the "seamless computing" the answer?

Astrologically Microsoft has lot's of challenges right now and Nokia has all the potential to jump into the lead. One of them is the enormous fine European Union forced Microsoft to pay because

of using its monopoly position. The IT industry is now strongly focused on entertainment, but while Saturn moves to Leo in 2005 focusing on entertainment among other things it brings new challenges to that area. One could eg. expect new norms, new limits and perhaps also cuts in the entertainment business issues.

Chart 2. Founding of Microsoft.

Success and prosperity with astrology

Business astrology is used at the workplace on a personal level, too. This is when we talk about personnel astrology. How many times have you asked what your colleague's date of birth is in order to find out how compatible you are. This is pure and simple synastry, in other words, the analysis of interpersonal relations with astrology. While someone can be a busy jack-of-all-trades with several irons in the fire, another might prefer to concentrate on a single task at a time. Having an understanding of such matters helps to improve the atmosphere at the workplace and enhances

mutual appreciation among colleagues. Management and personnel astrology aims eg. to give advice and coach to better results in teams.

Teams are different. There are many suggestions what kind of elements teams should have. One idea is to have different people (eg. different elements) in a team in order to get a broad picture of the task at hand. Often an entire working team might also echo a certain theme missing all the other elements. For example, the charts of the majority of the team can be strongly influenced by Mars, or one element might be missing altogether. An explanation is often found if the charts of the employees are compared with the chart of the company within which they work. Astrology can give advice to the team to be conscious of the missing elements and try to compensate the hole with specific acts.

In business astrology the used ideas are e.g. career planning where the idea is to mentor and to empower the worker with her/his job. Here astrology is a great help. It focuses immediately to the critical points and helps to analyse the work from a personal perspective.

Business astrology provides also management tools where eg. negotiations, timings and leadership issues can be analysed from a fresh viewpoint. Astrology is a personal tool, it makes a short way to the apex of issues which is one of its most valuable qualities. If you are more interested in the techniques that could be used in analysing the personnel, please have a closer look at Boesen's (2003) and Stathis' (2001) books for further ideas.

We do not need to be bosom friends with our colleagues, but it is extremely useful to understand their pace and manner of working in order to facilitate the achievement of mutual objectives. Here astrology can do a great deal.

Acknowledgement

I would like to thank Eija Tervonen for translating this paper from Finnish into English.

References

