



A COURSE IN  
**BUSINESSMIRACLES**<sup>®</sup>

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HIGHLY SENSITIVE LEADERSHIP

**A Course In Business Miracles Podcast  
Episode 98**

**HSE Feature with Leadership Community  
Organizer and Visual Designer, Ennis Carter**

*Transcript*

Heather: Welcome to A Course In Business Miracles. This is Heather Dominick, creator of [www.BusinessMiracles.com](http://www.BusinessMiracles.com) and founder and leader of the Highly Sensitive Entrepreneur movement since 2010. Join me today for some genuine practical assistance and a business altering and life changing experience, A Business Miracle.

This is A Course in Business Miracles Episode number 98, HSE Feature with Leadership Community Organizer and Visual Designer, Ennis Carter. Welcome to this Business Miracles HSE Feature Episode. I am just so happy to be featuring Ennis Carter as a member of the Business Miracles Community and as a successful Highly Sensitive Entrepreneur and Leader.

Ennis, along with being a valued member of the Business Miracles Community, is a Leadership Community Organizer and Visual Designer. She is the founding director of DfSI/Social Impact Studios, based in Philadelphia, PA. She began her career as a community organizer in New Jersey in the late 1980s, following her study of Philosophy at New York University. After a decade in the non-profit field, she started Social Impact in Philadelphia in 1996 as a social enterprise to engage people in issues and culture through the creative combination of communication and grassroots organizing. She specializes in movement-building through community engagement, strategic action planning, creative design & messaging, and campaign management.

Ennis is also a visual artist, the curator & author of Posters for the People: Art of the WPA, and was named one of "50 Best Women in Business" by Pennsylvania Governor Ed Rendell.

Listen in as I talk with Highly Sensitive Entrepreneur, and Leadership Community Organizer and Visual Designer, Ennis Carter to hear how before she joined the Business Miracles Community and Highly Sensitive Leadership Training Programs she was struggling to find the next level version of her purpose to now genuinely having such a restored sense of purpose that she not only is thriving during exceptional times herself but also has been able to support her own community through a time when people were shutting down and panicking.

Ennis is a deeply insightful, highly sensitive powerhouse of a leader and I'm so happy to invite into our conversation today.

Ennis, welcome to the Business Miracles podcast.

Ennis: Thank you so much, Heather.

Heather: I am really looking forward to this conversation. First of all, I am just such a fan of you and your work and all of the ways that you show up as a highly sensitive entrepreneur and leader. And I'm really excited for all the ways that I get to work with you more deeply as we head into 2021. And that includes this conversation.

Ennis: Yeah.

Heather: So I'd love for us to start just by having you share just a little bit about when you first learned that you were highly sensitive and maybe even a little bit about what was going on for you when you and I first connected, how did your HSE and HSL journey begin for you?

Ennis: Sure. Thank you so much for having me. I've really been looking forward to talking with you too about this, because it's so easy to jump right into the program, to be able to just back up and think about how I got here is always just really a great thing to do.

Heather: Yes.

Ennis: So I think I really learned about being highly sensitive through trying to help my daughter who is 16. And I was a teenager once.

Heather: Yes, we all were.

Ennis: So I kind of understanding and feeling this empathy around these teenage years, but it seemed like there was something else that was more deeply going on and through kind of trying to help her with some challenges and struggles, our whole family, there's only three of us, my husband, my daughter, and I, we took, highly sensitive quizzes and we listened to Elaine Aron's book and it became clear that we were all kind of in that boat, which was great because it was so amazing to be able to have something to name and identify after years and years and years of just feeling completely out of the loop of everything.

So that coincided with me kind of thinking, "Well, is this maybe one reason why I continue to struggle in just how I'm feeling about a business that I've been running for almost 25 years?" And as a good HSE, I went to the internet and did some research and I put, "Highly sensitive business." Or something along those lines and you came up and I took the quiz and I was really excited, but I was also kind of, it almost seemed unreal that there would be something that combined these elements of high sensitivity and being an entrepreneur.

Heather: Yeah.

Ennis: And I think that that's one of the things, my experience of being a highly sensitive entrepreneur is that, that is one of the things we do best as we combine two things or multiple things that don't seem like they would go together. And there's a sweet spot that really makes them why we're here to do this work.

Heather: Right. That's such a good point. Things that wouldn't seem like they would go together are probably more for those who are not highly sensitive, but for those who are highly sensitive, it makes sense or like you said, is really needed. I so appreciate you pointing that out, really highlighting that. And also that was your experience. That one, you had the highly sensitive awareness to actually search for that combination and that I came up. Yay. Yes.

Ennis: And even better, I took the quiz, I got the information. I was like, "Yeah." And I'm on the email list. And it just kind of I didn't act right away. And I remember maybe a month or so later I'm sitting in the living room and I'm like doing a classic agitation, HSE, agitation mode, where I'm just like, "Ah, what am I doing? Why am I still struggling?" And my husband, who is my... We've been together 35 years and he's been through it all with me, at one point he just said, "Maybe you need a coach." And I was like, "Ugh, I'll try that." All the things that we do. And I did a classic move, which was my pusher move as a highly sensitive entrepreneur. I was like, "I don't know. I just got to go back to work." And I got in front of my computer and I opened my email. And the first email I got was some kind of promotional email that was about your program.

Heather: Oh, wow. I love it.

Ennis: And I said, "This is it."

Heather: Right. Exactly. The signs, right. Are nudging you, even as you're trying to go into that coping mechanism of pushing and yaying on you for being able to pay attention and receive the signs, even if it took a couple of knocks, but that's what happens.

Ennis: It did.

Heather: We don't necessarily get it. Yeah.

Ennis: Yeah. And that was last year.

Heather: So then... Yeah, just one year are you kidding?

Ennis: July of 2019.

Heather: Oh my gosh. I feel like I've known you forever.

Ennis: This year.

Heather: Soul sisterhood. Yeah that too. Yep. So tell... and yes and 2020, I hear you. So tell me then what has changed for you since the moment where you paid attention to that email and we'd begun our connection and you have really truly been such a demonstration of what it is to really use the trainings, the teachings and the tools that we provide. What has happened for you? What's it like?

Ennis: Yeah. So I think, I mean, the most important thing for me to say is that I have really restored my understanding and my purpose. And that is a big thing to say. Really, really a big thing to say, like a restored sense of purpose sounds almost too ridiculous to say. So I just want to pause and say, I really mean that. That's not just me saying something that sounds like good marketing language that is-

Heather: Yeah. Well, how about this, speak out what it means to you, because I've watched you go through this and I agree with you, it is massively profound. So maybe speaking from that perspective would be supportive to someone who's just struggling with the same.

Ennis: Yeah. Because there's a million ways that you can be, if you are a person that is conscientious and you care, and you're trying to do your best, which I think at the core, everybody is, that you can just, there are a bazillion ways that you can try to keep moving and keep thriving. And as you get older and in middle age, you can either just kind of keep going with it or keep moving forward. And I think for me, because the work I do, the calling I feel, that everything leading into a sense of purpose is ultimately the thing that really makes me feel connected and one with the world. And it is a mindset and a belief and a core feeling that you can't rush, but you can't wait for.

And for me, it was a combination of like being open to that and at the beginning of the program, it doesn't happen instantly. I had to bring myself, I've invested in this, I said, "What do I need? I can't keep going like I'm going, I'm on a hamster wheel." I was given an answer in all of these different ways and a lot of it is my own responsibility. And that's the big thing, having to acknowledge that we're grown ups and take responsibility. It's just like, "Ugh, really? I got to do that." But as a result of doing that and sticking with it, very quickly I would say, in the big scheme of thing, within a couple months, I was really able to be brought to the things that matter to me most, which is purpose, which is calling, which is the intangible parts of what drives me as an entrepreneur, as a creative. And now I'm finding as a highly sensitive person.

Heather: Yeah. Really amazing. And again, so valuable to understand what is a value to you and then to be able to utilize something, like the training program, to be able to actualize that. And as part of that, like you said, to acknowledge, right? Like, "Oh, yeah, I have to be a grownup here." And I appreciate that you spoke to that because that is an area that we tend to share as highly sensitives, where we are meant to grow and become mature, but not necessarily in just the socialized way or definition of maturity, but mature as our own highly sensitive self.

Ennis: Yeah.

Heather: Right? There's crossovers, but there's a difference there. And so how has this shown up in regards to tangible, more maybe outer results that you've been able to see with your physical eyes, experience with your physical body as a result?

Ennis: So this year I was gearing up for 2020 to be a complete business model shift in a business that I've had for 25 years. Next year will be our 25th anniversary. And I was all like, "I've done it. I've built systems, I've done all sorts of things, or reinvented our business without losing that core purpose of it many times." But in 2020 I was like, "Okay, we're really changing this to support something different." And 2020 being what it is, actually, the fact that I had was at a point where I understood and had restored my sense of purpose, when everything started to hit in March... Excuse me.

I actually had a revelation that I wasn't needing to completely change my business model. But that was part of me really being completely honest externally with what the purpose of what my purpose was and what the purpose of our business is. And so we were able to... There was a tiny bit where I was like, "Oh, great, here we go. I was all set to try to do this thing. And here again, why is this happening to me again?" That thing we tell ourselves as highly sensitive people who are connected to something bigger than ourselves.

Heather: Yes.

Ennis: Sometimes what we do with that is we make that, we flip that into like, "Oh, the universe is pushing me down again." When it's actually about we're being given a gift of being able to pursue what we really are sure to do. And that's my feeling.

Heather: Yes.

Ennis: And so I was able to very quickly provide for my community, our client collaborators, anybody that we have worked with in the last 25 years in the field that we work in, I was very quickly able to provide support in a time when people were totally shutting down and freaking out. And it not just gave me a feeling of stability and purpose and gave something I believe to my world and my community, but it put me back out there on the map of people, seeing what I really do instead of what they think I do.

Heather: Yeah, wow. So how did that feel for you to really be able to show up in that way and, and not necessarily to come to so many of our highly sensitive shadows, overwhelmed, overprotection, over responsibilities, things that could shut us down, but instead to be

able to rise in resilience? What was that experience like for you personally?

Ennis: Yeah. So, we talk about that distinction between the zone of excellence and the zone of genius. And the zone of genius is really this place where you don't, it's almost indescribable. Right. It's like bliss.

Heather: Yes.

Ennis: And one thing that you said to me on a very early call, some point when I was like, "Yeah, but the world's falling apart and we've got to save it." And you said to me, "Feeling more guilt has never actually saved the world. It never did, going to." And I really appreciate that because in the field that I'm in, it can be very easy to be these martyr, guilt ridden folks that are like, "It's still not good enough. It's still not good enough." And that's everything in from that zone of excellence on down. But that zone of genius when you know you're in your zone and you know you're in your purpose, you almost don't even feel it.

Heather: Yes.

Ennis: You don't think about it, you just do it. And it's my health improved, everything, everything improved.

Heather: Amazing. Fine if you don't want to go here, but I know that as part of your resilience through these exceptional times, you just engaged in this beautiful project on social media. That was about these Phoenix freedom prints. I don't know, what you would do want to talk about that for a little bit.

Ennis: Absolutely.

Heather: So tell us about that project.

Ennis: Yeah. So this project is connected directly to... I'm going to back up a little bit, because I think it's very deeply connected to and was revealed through being in the Business Miracles community and specifically at the fall training last year. So I am a visual artist in my work, and I'm not trained as an artist. It's just a way that I have always expressed myself. And it is what has led me to create my business that combines, arts, activism and engagement. And I have been struggling for a long, long time



with kind of not really knowing what that meant and where that fit in my life and feeling that it was a trigger. It was something that I didn't understand was a trigger for me that I didn't feel like I was a good enough artist or that I was being recognized as somebody that was an artist.

And it was kind of deep, deep, deep down in there. And so I've always kind of done it, just because I'm called to do it. And last year at the fall training retreat, you took us through a process that was really one of our shame transformation and identifying triggers. And I went through a process where I was kind of like doing, I was kind of like going along and putting in things that were more related to my business as a leader of my business. So what are the things that trigger me as an activist or as a creative business owner? And I was kind of like, "Okay, I could work on this and I could work on that." And I know this about myself because I'm 55 years old and I've been doing this for a while.

So I was kind of not, it wasn't the deep stuff, but I was like, "Yeah, okay. I got to do the exercise." And I was going along with it. And then during one of those sharing moments, one of our fellow members got up and said something about this being a year of a Phoenix and a transformation. And I had this complete bolt of lightning in my head that reminded me of an idea I had back in early 2016, that we needed, that I wanted to make an image that was about freedom and where we were going in our country. And the idea of democracy and freedom being twisted in a way that I felt was really detrimental to our soul as a nation.

And my father was in the military. I have a long standing history with government service. And also I am a huge fan of the WPA. And I have a project that celebrates the posters. And I was like, "We need to re imagine our American Eagle symbol that has a Phoenix." And I had started that in 2016 and I just put it away and didn't do anything with it. If you're noticing a theme here, putting things away until it's time to do them.

And when she said that, I was like, "Oh my gosh, this is not about my business. This is not about me as a professional woman. This is all about me not being identified, not being acknowledged as an artist. For myself, more than anything, but also in my world that I work in." And I was like, "Oh my goodness." I was just like, "Wait, Whoa, huh?" And so I went

through this process where I was like, "Well, how do I get acknowledged as an artist?" And then any other leadership or business management kind of coaching program would have taught me to use your power and demand, respect, and puff yourself up. Right?

Heather: Yes. Yeah.

Ennis: And what instead I got from you directly was, through osmosis first, was like, "No, Ennis. What you need to do is just make art." It was so simple. It was going to get recognized as being an artist, well, just be an artist. And so I went down the whole road in that exercise, it became so easy to identify, "Okay, what am I going to do? What could I do? What will I do? When am I going to do it? What am I going to commit to?" And so we shared that at the fall training and I stood up, I said, "I'm going to work 15 minutes a day on my freedom phoenix." And who the heck would have known what that meant. Except you, Heather, said, "Yes!" With this unbelievable, it wasn't fake, it wasn't cheerleader. It was real.

Heather: Mm-hmm (affirmative). I remember.

Ennis: Yeah. So fast forward to the beginning. So I go home and I'm like, "Yeah, freedom phoenix. Yeah! 15 minutes a day." And I did, I started it. I pulled it out. I worked on it. I worked on it a little bit every day. I made myself do it. I stuck with it. I stuck with it. I stuck with it. But 2020 happened and my husband reinforced it when he's like, "No, you really got to do that project." And it was something that I did from by hand, from start to finish. I did not use my trusty computer, which I normally do as a graphic designer. Where I drew that Phoenix. And then my preferred mode of artistic expression is the block print. And so what I had never done before was I've done block prints in multiple colors.

But what I had never done before, which I do attribute to also this program is something called a reductive block print, where you carve away, you print and then you carve away and you print and you cover away. So you can't actually keep the plates that you've made once you printed them, because once you carve it, it's gone.

Heather: Amazing.

Ennis: And I used to hold all my, I used to make multiple plates and hold them because I might want to print it again. And all of these things. And I was like, "You know what? This is actually what I'm doing. This is actually what I'm trying to tell the world. Let's let go. Let's trust. Let's make something beautiful. Let's share it. And then let's do the next thing.

Ennis: So, I documented the process by filming, doing time-lapse photography of this arduous process. I made a limited number of it ended up being 161 posters, but I pressed ink onto paper more than 2000 times. And it took a time and it was every night, every day, something, making these posters and I documented it online because the point of it was to show that we can make things, we can move forward. We can let go. We can transmit hope and belief in love. And that's what I was trying to do. And so that's where it ended.

Heather: So beautiful and such a beautiful journey and process. Thank you so much for sharing that with us and also such a beautiful outcome. What I love about the story that you just shared of your process, one, it definitely speaks to the power of our training retreat. It also speaks to the power of the highly sensitive and being in aligned community as we are in the Business Miracles community. But it also to me, what I hear, is I hear an overarching process of the tool that we use in Business Miracles, where we call it the RAINSit process. Right. Which is adapting for my work with Tara Brock. But that recognition, right. The then the allowing, the inquiry, the nursing, the surrender, all of it. And it's so beautiful because it was this literally visceral, tangible, experience, of that transformational tool. I think that's really cool. I don't know if you've ever made that connection before, but that's what I was hearing as I was listening to you.

Ennis: I haven't, but that is the number one tool that I use.

Heather: Ah, yep.

Ennis: I use all the tools different ways. And I think that was the number one tool. I'm not using it as all the time as I was in like the middle period. I was like, "I'm freaking out, I'm freaking out." And then I was like, "Okay. Wait a minute. We have a tool for this."

Heather: Right.

Ennis: And I used it when I'm trying to fall asleep. I use it. That is definitely the thing that got me over the hump. So I think it's a really interesting interpretation of what I did and the process I went through to connect it to that.

Heather: Yes.

Ennis: You're absolutely right.

Heather: Yes.

Ennis: And I do also want to say that this process, it returned back to me seven fold. It was not, I wasn't doing it for any other reason than it and it brought me so much, it brought me back in contact with old friends. It brought old client collaborators back. It brought just all sorts of things that are actually, I don't want to make it just about like this froufrou art thing. It had a very specific ripple effect that has a direct impact on my sustainable business.

Heather: Yeah. That's so beautiful to hear and to really make sure that you're emphasizing that connection, right. Because again, that demonstrates that act of non-attachment, which doesn't mean that we don't receive a return.

Ennis: Right.

Heather: Ironically, it can mean that we receive a return with so much more fulfillment. So I appreciate you emphasizing making contact with personally, with professionally I know income and that's so important to be able to see that and to say that so. Gorgeous.

Ennis: Yeah.

Heather: So, Ennis, what is next for you?

Ennis: Oh my goodness. Well, we are celebrating our 25th anniversary next year at Social Impact.

Heather: Amazing. Congratulations. Yes.

Ennis: Thank you. And I am so excited, not just like, "Oh, what are we going to do? How are we going to do this again?" I'm just like, "Oh, here we go." So we're redoing our website, we're bringing it all back together. So just as a quick back, just to back up a little bit, that business model that I was trying to put into place at the beginning of 2020 was really a last ditch effort to have a way that my business could still survive that I had built without me having to work that hard at it. And that was totally the wrong thing. That was totally a wrong way to think about it. But I didn't, I was so desperate. I was like, "Okay, if we just do this and we just make an automated thing and then people will do it and then we'll make the money we need to live." And that's not the reason to do a business model shift.

Heather: Right.

Ennis: And that's not the reason to do a USS program, have you have everything codified. Codifying it into a system does not absolve you from, nor should it, from being this totally psyched, excited leader of your business.

Heather: Agreed.

Ennis: And so I am so glad that I had that awareness and this is what has come from... Obviously, 2020 has played a big part in that, but I think I probably would have gotten there regardless. I would have continued to feel the benefits of what we do to the point that it gave me an aha moment. And you allow that freedom. You say that to us a lot, which I really appreciate, which is it may be a business may be a business model shift, but it may not be. And you need to listen to what your instinct and purpose is telling you. So, the 25th anniversary is where we're bringing it all kind of back together. We're not putting things in silos. We're going to be more explicit about how everything we do is actually about removing barriers for inspired ideas to go into action. That's what we do. And everything going to be focused on that.

Heather: Yes. Beautiful. Again, such a beautiful demonstration and example of how we work best as highly sensitive, right? You don't do the model just for the sake of doing the model. You don't follow the formula just for the sake of following the formula. Not that we don't use systems to support us and operations, but it has to be driven first through where is my

intuition guiding me? What is it that's motivating me, calling me forward? And this is it in action and I'm just so excited for you. So what advice would you have for other highly sensitive who are listening and they might be thinking or feeling like, "Oh yeah, that's great. Ennis was able to do that, but I don't know if I could really do that with my business or project or purpose-driven idea." What would you have to say them?

Ennis: Yeah. I would say the main thing is trust your inner voice and you may not. You may have built so many... Oh gosh. I'm trying to think of who said this on one of our meetings, but we may have built so many, so much armor up around us that we can't even hear that inner voice anymore. So it's easy to say, "Well, trust your inner voice." If you're like, "I don't know what it's saying." So if you can't feel, if you don't feel like you know it, it's there. And it doesn't need that much. It needs quiet. It needs love and care and trust.

Heather: Yeah.

Ennis: And then once you hear it, trust it and then ask yourself not whether or not, ask yourself how.

Heather: Yes. Beautiful. So my dear, where can listeners find out more about you and this amazing work that continues to emerge from social impact?

Ennis: Yeah. So right now our website is [SocialImpactStudios.com](http://SocialImpactStudios.com). And I say right now, because we're bringing it all back together and it may be different in the future, but you'll always be able to find us there.

Heather: Yes.

Ennis: Such a long website name, [SocialImpactStudios.com](http://SocialImpactStudios.com). And if you want to see the freedom phoenix, I'm grateful that you brought that up, you can go to [Enniscarter.com](http://Enniscarter.com).

Heather: Yes.

Ennis: Which is really just like a collection of my work as an artist.

Heather: Yes. So exciting.

Ennis: And that's big, that's brand new as a result of that freedom phoenix project.

Heather: Super cool. Even better. So beautiful. Amazing, Ennis. So incredible. And in addition to everything else that we've already talked about, what's so exciting to me is that you're 25 years in, and yet you are your own phoenix rising and you're on this beautiful precipice of so much. That's so exciting and is about to be birthed and born in a whole new way for you. That is my deep, deep sense and excitement for you. And I'm honored and thrilled to be a part of it. So thank you for being here today.

Ennis: Thank you so much.

Heather: You are so welcome.

Ennis: Yeah. And thank you for making the space for us because there's really, it's rare that you can go into a community, especially as a highly sensitive person and not be like, "Yeah, I like this part, but I don't like that part." It's rare that you can go into a community and be like, "What? Yes. This speaks to me. Yes. I trust these people. Yes. Everything seems. Yes."

Heather: Wow. I'm just...

Ennis: And you've made that space, so thank you.

Heather: Oh, you are so welcome. And I'm just so, so grateful that that's your experience and we are so fortunate to be traveling and journeying together in this way. So again, thank you. And for everyone listening, until next time.

Thank you for listening and I hope you enjoyed this episode of A Course In Business Miracles. If you're ready to learn how to use your highly sensitive abilities to support your in being purposeful, profitable and empowered rather than scattered, poor and undervalued, take my free self quiz to find out if you are indeed a Highly Sensitive Entrepreneur. And if you are, along with your quiz results, you'll receive my free HSE Success Guide, which will teach you how to have your highly sensitive abilities working for you to create the results you desire in your business.

Take the quiz and receive you free success guide now at [www.HSEQuiz.com](http://www.HSEQuiz.com).

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