



Founder and CEO:
Angella Johnson

Our Mission at Soul Vision Business, Inc.

We teach people how to grow soulful, profitable, and fulfilling businesses using Intuitive Marketing and by unlearning toxic marketing. By doing so, we create new ecosystems based on equity and generosity.

We guide people to create what really matters in a way that honors simplicity, intuition, and everyone's unique self-expression. We know that creating business this way creates abundance for everyone and sustainable change in our communities.

While we commit to our personal development and actively do our inner work to heal, create joy, and thrive, we know that not everyone starts from the same place. We believe in our ability to consciously create our reality and we commit to dismantling oppressive systems and capitalism so everyone has access to resources to truly thrive.

How we do that is through our six core values:



Values



Self-Trust:

We guide people to trust themselves and their vision and to make choices in alignment with who they are. We help people emerge out of one-size-fits-all formulas and believe truth comes from asking expansive questions instead of prescribed answers.



Brave Space:

We are actively creating an anti-racist business and community that supports BIPOC and LGBTQIA+ individuals. We have bold and accountable conversations with kind and transparent communication. We also uphold guidelines within our community to honor this commitment.



Collaborative Community:

We know there is room for everyone to take up space in the world. When we collaborate with each other, we innovate new ways of creating abundance so everyone benefits. We share knowledge and eagerly support each other to win.

Values

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Self-Empowerment:

In order to create a world where everyone has access to resources and the ability to create a thriving life, we must acknowledge two things:

1. We believe that every person is innately whole and complete. No one is broken or needs to be fixed.
2. We understand that people experience trauma, privilege, and internalized oppression, which is amplified by systemic oppression.

We commit to dismantling these oppressive systems so that everyone has access to resources so they heal, create joy, and thrive.

We do this by providing accessible programs, including free content, by giving back, and by guiding women to create profitable businesses that boost our communities and economies throughout the world.



Values

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Transparency:

This plays a role in two areas:

1) We see vulnerability and transparency as a strength and it makes our community and the world stronger and a more vibrant place to live. We love and accept everyone as they are.

We admit when we are wrong or created harm and take conscious actions to always do better.

2) We engage in and teach marketing practices that are transparent and ethical, which further empowers consumers and creates equitable and ethical business practices.

We don't engage in toxic marketing practices and know that how we do business shapes the world we live in.



Values


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Creativity and Curiosity:

Not only does art make the world a better and more beautiful place, when we ask better questions rather than trying to be right, everyone's voice can be heard and contribute to the greater good.

We believe there is always a win/win that fosters growth, respect, and equity for everyone.

When we embrace creativity and curiosity, we foster an environment that innovates rather than settles, thrives rather than atrophies, and is inclusive rather than oppressive.



As we do the ongoing work to continue to integrate this mission and values, we know that we will make mistakes and commit to making things right when we do.

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