

Open for business

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Open for Business > Safyre Catalyst

Owner: Debra Safyre

Type of business: Human energy consulting

Number of employees: One

Location: 6729 Russell Ave S., Richfield

Contact information: 612-987-6595; safyrecatalyst.com

Tell us what your business does. It sparks, restores and empowers individuals and organizations to reach higher levels of well being, carried as energy on physical, emotional, mental and spiritual levels. This is done by providing personal and organizational services in human energy management.

Personal Services: For individuals, significant life events, like injury, job loss and divorce, disrupt well being, causing imbalance that can lead to long recovery times, higher health care costs, loss of productivity and disease related to stress.



Debra Safyre demonstrates how she uses energy work to promote healing with client Barbara McIntyre of Roseville.

PIONEER PRESS PHOTOS; CHRIS POLYDOROFF

Energy Work: The energy consultant uses hands-on energy techniques to balance flows, clear blocks, restructure and fill the energy field where necessary. Safyre Catalyst helps individuals get high-quality energy work through a referral network of qualified providers.

Energy Basics: Practical application and sharing of experiences broaden knowledge and build skills in managing personal energy.

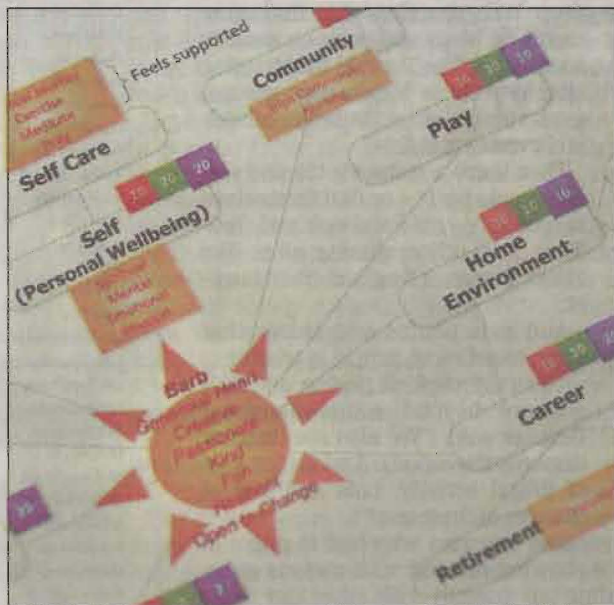
Energy Strategies: These help to create the life you want by working with intention (what you want to create), attention (what you focus on) and action (energy investment).

Energy Mapping: This provides a "big picture" view of your life and where you invest your energy. Setting priorities, developing strategies and taking action to create what you want are natural outgrowths of energy mapping.

Mentoring: This provides support to you individually or within a mentor group to enhance your ability to manage energy.

Organizational Services: Organizations are collectives of energy that get results through intention, attention and action.

Training and facilitation services are related to understanding human energy and how it is



One of the tools Safyre uses in her business is a "personal energy map," which helps clients see where they are investing their energy. The map assists in deciding what actions to take to reach personal goals.



Business owner Debra Safyre leads a class in understanding personal energy and how to direct it, attended by Barbara McIntyre, left, and others.

organized and invested in an organization to get desired results.

Why are you launching it now? The trend to use complementary or

alternative medicine continues to rise. Data show that Americans spent \$33.9 billion out-of-pocket for these types of medical services in 2007. This amount accounted for

about 1.5 percent of total health care expenditures, but more than 11 percent of total out-of-pocket health care expenditures. There is a need to connect individuals with high-quality providers. Energy work can significantly reduce costs of hospital stay. (See the company website for individual testimonials.)

Health reform has also triggered more interest in preventing costs through wellness and prevention. Many of those efforts focus on physical "shoulds" and do not always address mental, emotional or spiritual issues. Understanding human energy and how to manage it on all levels leads to more conscious decision making related to self care, relationships, where human energy is invested and how to reach more balance.

Personally, I have dabbled with hands-on energy work for the past 10 years. I was recently laid off after 23 years at BlueCross BlueShield of Minnesota. This gave me an opportunity to follow my passion and use my experience as a nurse, energy consultant and Six Sigma black belt.

Where did you get the idea for your business? It came from understanding and working with human energy in my own life and witnessing the experience of others.

How did you develop your business plan? I am currently enrolled in Fasttrac New Venture through St. Thomas for Aspiring and Early Stage Entrepreneurs, which walks you through business plan development

How are you financing your business? Personal finances.

How do you see current economic conditions affecting your business? That is hard to say. Much of current spending for complementary and alternative care for individuals is out of pocket. Current economic conditions may affect the amount of discretionary income that can be spent on energy work. At the same time, the acceptance and spending continue to grow. Hospitals are investing in integrative care for inpatients and outpatients. Standard payment vehicles such as health insurance are slowly adopting payment for services such as acupuncture.

What makes your business unique? Instead of just providing energy work, Safyre Catalyst empowers individuals and organizations with tools and skill to manage their own energy. The framework for decision making can be used in any life situation and not just the one triggering the disruption in well being.

What was the biggest obstacle you had to overcome to get this business going? It is awareness and acceptance of complementary and alternative approaches to health care by those who are in the best position to influence buyers. They want a demonstration of return on investment.

How did you overcome the obstacle? I am currently developing business cases to quantify return on investment for businesses supporting individuals through significant life events. Examples are workers' compensation, medical case management, etc.

What will tell you the business is successful? When human energy management is a planned and necessary component for anyone experiencing a significant life event; when human energy management is taught in schools as a basic skill; when wellness initiatives in corporations include a component of human energy management in their offerings; and when my business sustains me and future partners and is able to set up a foundation to support others during significant life events.

Interested in taking part in Open for Business? If your business is less than one year old, email us at businessnews@pioneerpress.com.