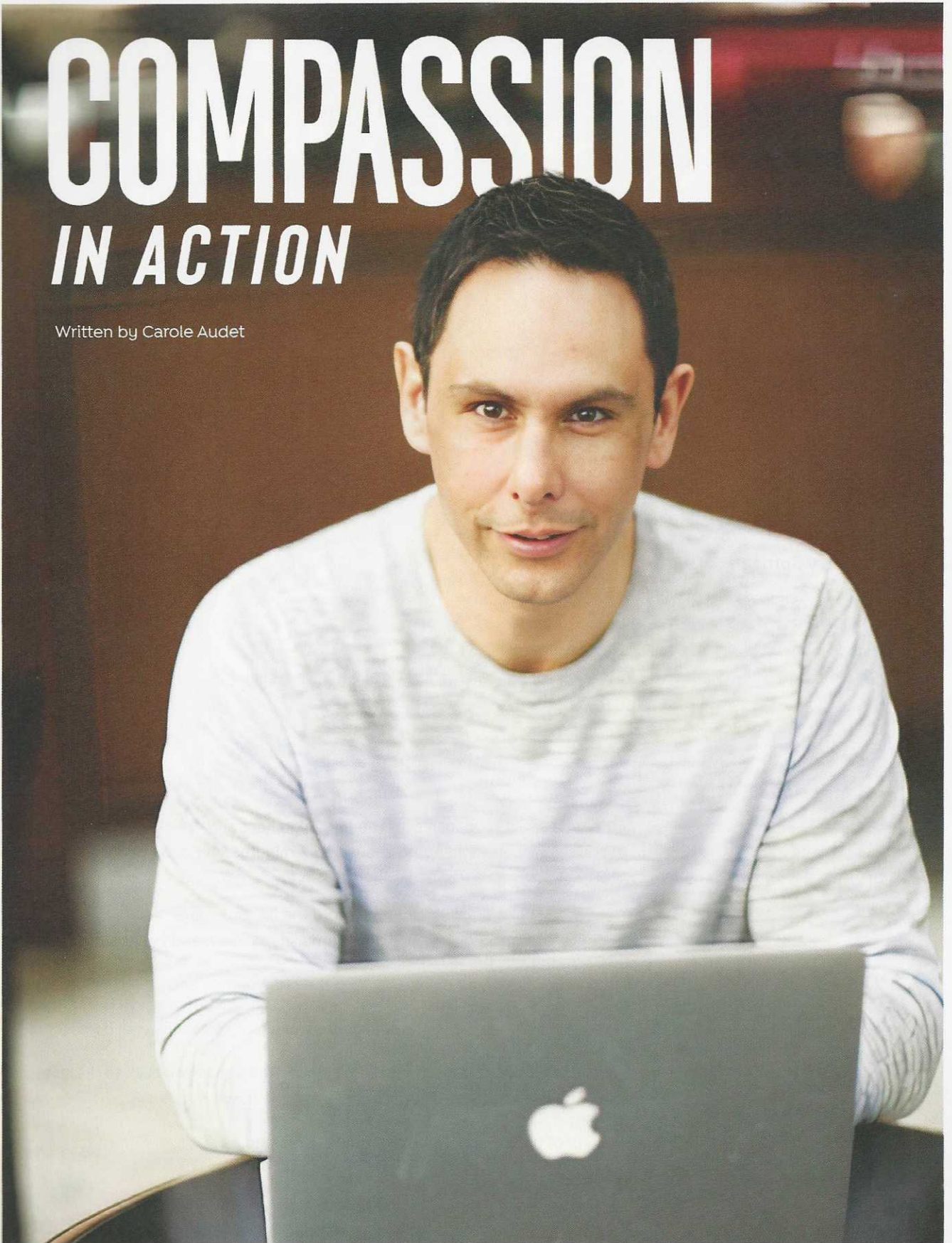


# COMPASSION

## *IN ACTION*

Written by Carole Audet



Shane Jeremy James has rubbed shoulders with influential people, but for him, it's all in a day's work. His company was hired to do the digital marketing for Eckhart Tolle's 2016 movie, *Milton's Secret*, starring none other than Donald Sutherland in the role of Grandpa Howard. Shane considers this a "cool project" to have worked on, and the subject of the film—bullying—is but one conversation that forms part of the work he's involved with today.

Shane grew up in Warman, Saskatchewan, a town north of Saskatoon. He moved to Vancouver about 20 years ago with nothing more than a dream of making it in a big city. But it wasn't smooth sailing from that point forward. Like many people in their twenties, Shane enjoyed partying a little too much, and soon found himself with a drug problem. He reached out to a friend for help who in turn contacted his parents in Saskatchewan. This resulted in him going back to Warman for a spell.

"I stayed there for a while to get away from everything. I was more addicted to the party and the fun than I was to the drug. When I decided to stop, it took work and I fell a couple of times. My breaking point was the night when I went out with the same group of people, which was the worst mistake because you put yourself back in that environment. I remember leaving the club to go to an after-party, that's where I would usually start," recalls Shane.

Self-awareness and a commitment to sobriety kicked in and he realized that he simply could not put himself in a situation where he was likely to use again. So, instead of getting into the vehicle to head to the after-party, Shane left his partying friends and lifestyle behind.

## Vegan Journey

Shane's vegan journey started when he brought the Curves for Women franchise to Canada. At the time, this voracious reader poured through books about health, where he first learned about the body's energy requirements for breaking down meat. There's a reason why many feel like taking a nap after a meat-laden meal. This industrious man wanted energy to accomplish his dreams and goals, so it made sense to him to give up meat so that his body wasn't using the energy he needed in other areas.

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This nearly 20-year vegan is starting to spread the message of the lifestyle's benefits to others. He does so by setting an example and answering questions when he's asked how he stays in great shape.

"I carry more muscle than most guys in the gym. If someone asks me 'How do you stay so healthy?' I tell them I don't eat meat."



One of the *Actions of Compassion Teams*

He goes on to explain that his body isn't forced to break down the components of meat and dairy, which is challenging for the body. "For me, a good place to start the conversation with all cultures, including my own Indigenous community, is to talk about the health benefits, how I feel and how I'm able to get up at 4:00 AM, work until 11:00 at night and have consistent energy. And I'm able to create the right energy in my brain. If you have the right energy in your brain and the right energy in your body, you're pretty much unstoppable."

His approach has influenced many people to adopt a plant-based diet, simply by setting an example. He's there to guide them along the way, for example, helping them replace meat with healthy plant proteins to maintain energy levels. When they inevitably announce they are feeling better, he then compliments them for helping to save the planet and not causing harm to animals.

As a teen, he worked briefly on a dairy farm where he first learned that cows have feelings while spending

time with two playful cows. And he had a short stint in a slaughterhouse. Both these experiences started the wheels turning for eventually making the switch.

He explains, "At that age, you just want to make some money. The slaughterhouse was the worst job I've ever had in my entire life. I had to put Vicks in my nose because I have a weak stomach. Walking through the kill floor is the worst thing you could ever see." He affirms that anyone who saw what goes on in a slaughterhouse would stop eating meat immediately.

He notified his hockey coach, who had gotten him the job at the slaughterhouse, that he simply could not work on the kill floor. He was assigned to work in the freezer, which was only marginally better. As a result, he didn't work there long.

Our eating patterns are typically passed down from generation to generation, but having studied brainwave science and leaving Warman, Saskatchewan allowed Shane to think and decide differently. "If I hadn't travelled but instead stayed in my small town, I

wouldn't have been able to evolve. It would have been impossible because I wouldn't know any different."

## It started with a Tweet

Actions of Compassion, the business Shane founded, started with a tweet. He gave a shout-out to his 100,000 Twitter followers asking who wanted to join him in compassionate acts. When about 100 people responded that they would like to partake, Shane gathered a group of people and began to put something in place. This led to meeting new people—many of whom sparked a lasting change in him—travelling, including in the US, and speaking engagements at business associations and Rotaries.

It grew to create The Everyday Compassion Movement Show as a way to inspire people around the world to join him. "I tell people you don't have to be a celebrity. If you treat people, the planet, and animals better, if you do a little more, you create change. Change is not created by world leaders, it's created by tiny communities."

Once he had completed several episodes, Shane asked himself what kind of business he wanted to build. With his recent experiences, he knew that compassion needed to be in the framework.

"I said, I want to build a business that has compassion throughout the entire company—how we treat customers, employees, suppliers, and vendors. And I believe in treating animals and the environment with compassion, and I named this movement actions of compassion." The logical next step was to name the business Actions of Compassion. "Our values are in our company and our company name."

Every month for about six years, Actions of Compassion takes part in one event they call Compassion Kingdom. This could be calling for donations of winter coats for the homeless or asking a company like Big Mountain Foods to make eggless sandwiches for the homeless with bread and condiments donated by Save On Foods. This event may happen in Vancouver, or now that covid restrictions are lifted, they are once again able to help



Save the Wolves event in L.A.



communities throughout North America. They are joined by people around the world doing something similar on the same day.

Their Actions of Compassion work has often supported specific projects, for example, the Save the Wolves event in L.A. Past episodes are available for viewing on their YouTube channel or the website.

"That's a big part of what we do. It brings communities together, creates world change, and inspires other people to be more compassionate to humanity, the environment, and animals. I work hard to promote all three."

Other branches of the Actions of Compassion business are the Live Your T-Shirt and Humanizing Business programs. The former is the clever name for the brainwave synergy product. Their current promotion—another act of compassion—when you purchase this program, you can get another copy for free for

someone who isn't in a position to purchase it themselves. "Brainwave synergy is how to create more compassion, how to create more energy in the body, how to live with no frustration, anxiety, or overwhelm. It vastly helps with mental health and peak performance."

Shane himself credits his work around brainwave synergy with his ability to remain stress-free and many people around him have commented on this. He

acknowledges how far he's come in the healing process—from a man who loved to party and indulge in what comes with that, to a man naturally living in joy. He has started to bring this work into corporations because he understands that mental health issues are important to address in society today.

When asked what was the spark that launched his desire to start a business, Shane responds simply that he didn't want to work for anybody else. "I wanted to do something on my own and that was entrepreneurship. I was always a big reader; I'd read 500 books at a very young age. As I read more, I started to get more inspired." He began to think that he could do big things in the world, instead of following what everyone else was doing by getting a job.

He concedes that his path was harder than many who follow the traditional route and that at times money was lean. He would review back issues of *Entrepreneur Magazine*, which he's been reading for many years, and determine which companies were now out of business and why. "From that education, you start to understand business at a high level—what was working, what failed and why. I was consistently reading those magazines, not just putting them on the shelf, but looking at them every year, and tracking data to see what worked."

John Volken, the recipient of the Dalai Lama Humanitarian Award and a businessman who built a furniture store empire and gave his money away when he eventually sold the business, is a champion in Shane's mind. When Shane was starting in business, he wrote many letters to CEOs looking for a mentor. When the letters didn't elicit responses, he picked up the phone.

When he got around to calling Volken, he had a unique experience that eventually forged a relationship. "I helped with his charities and sat on his boards, and he inspired me by the type of human being he is, how he cares so much for humanity, and



how he always takes the time for people.”

Another aspect of the business that keeps Shane busy is The Original Vegan Business Talk Podcast. This vehicle provides the company with a lot of social sharing content and is another way to get its message out. But Shane also had a goal to be visible and influential and to build relationships in the vegan space.

As of this writing, he’s built 125 new relationships in six months through the people he’s interviewed. He’s connected some of those people who are now doing joint ventures, he’s been invited to appear on many other podcasts, and to speak at events. The podcast has generated a sizeable income and following, and it continues to grow. He says, “It builds brand for us, and brand is the only thing that wins in business in the end.”

That’s what he teaches in his Humanizing Business program. He asserts that humanizing your brand must be the foundation of your company. He gets to know each of his staff, and if one of them should wish to spread their wings in another direction, he’ll help them do that too.

He leads with compassion, and he states the most important things that will help you succeed in business are belief and consistency, which he has in abundance. Those traits have steered him toward success.

## Mindful Business

As dedicated as he is to grow as a business leader, this same commitment extends to his spiritual life. Every morning at 4:30, without fail, he meditates. This is followed by a gratitude practice.

“I know if I’m setting myself up in gratitude every day, it pulls me into the highest level of emotions and energy and makes me feel good. How you start your day is how it’s going to go.”

In the evenings, Shane has two other regular practices: he writes down his to-dos for the next day, and he listens to something positive as he’s falling asleep. For example, he listens to one of the meditations he’s created. It’s all part of the brainwave work he’s trained

in and positively programming his subconscious. He adds, “I love to live my life in the unknown. For me, it’s more exciting. It’s where success happens. It’s where happiness happens. I work to live my day in the present moment, in my experience, as I call it. When I live in my experiences, I’m in good energy.”

Those around him admire how he walks his talk, not that he does much talking about how he’s mastered this practice, but people have noticed that he achieves his goals. He’s quick to point out that it’s during the difficulties in life when this kind of brainwave science becomes important, like when he recently lost Chloe, his Yorkie who had been by his side in his business and personal life for many years. “That was a real test for me. The first days were a grieving process—hard because people were asking, and I had to tell the story over and over again. But I believe that we’re energy and that there’s another life after this. I believe that we see people again, including our animals. I think because of my perception of life, it’s easy for me to get through things like that.”

Today, Shane still feels Chloe’s energy as his company continues to grow. After six years of Shane and his staff reaching out to companies big and small for donations, Actions of Compassion is being recognized for the work they do, and companies are now making the first move. ●



If you'd like to learn more about Actions of Compassion you can find them online at [actionsofcompassion.com](http://actionsofcompassion.com)

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