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## International Feng Shui Guild

### **Dear Prospective Affiliate School Administrator,**

Over the past few years the International Feng Shui Guild has been building a solid foundation for Feng Shui professionals and schools. We are proud to announce that we have established a baseline of knowledge, universal to most perspectives that will now be used in the determination of Professional consultants within our organization. (The professionals that demonstrate acceptable working knowledge of these topics will be awarded our highest individual membership, *Red Ribbon Professional*.) We believe so strongly in this membership level and knowledge that we are asking you, as a Professional School of Feng Shui, to embrace these topics as well.

What benefits can you expect? It is my belief that within the next few years, all prospective Feng Shui students will search for schools that will position them in a way that enables them to achieve our Red Ribbon Professional membership. Only those schools that choose to affiliate with the IFSG will be able to do so. We, the IFSG, intend to fully support our affiliate schools, giving them every advantage their membership level and commitment to the IFSG and greater Feng Shui community deserves. It will be clear to anyone searching our website, our members bio pages or any of our related sites, that our Red Ribbon Professional member and our Affiliated School members have achieved a level of Feng Shui excellence that is second to none.

I have included all the details on this exciting new membership level as well as the requirements in the attached document. Please take the time to read through it, once you do, I know you'll be as excited as I am about this new opportunity!

Contained within this letter is the Affiliated School Packet. The purpose of the packet is to familiarize those wishing their schools to be affiliated with the International Feng Shui Guild (IFSG) with the basic requirements for Affiliation.

In order for the IFSG to recognize graduates of your educational program as Red Ribbon Professional Feng Shui practitioners, the IFSG has established an Affiliated School Program. The program is broad in scope and recognizes that each school has a unique and individual approach to the practice of Feng Shui. The IFSG has developed a set of Universal Topics (listed as part of this packet) as well as practitioner and school guidelines that will ensure that graduates of Affiliated School educational programs will have a basic, standardized educational background.

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web: [www.ifsguild.org](http://www.ifsguild.org) • email: [membership@ifsguild.org](mailto:membership@ifsguild.org) • phone: (888) 881-4374

## Requirements for affiliation are as follows:

1. **You must maintain a current Red Ribbon Professional membership in the IFSG.**
2. **Submission of required documents including:**
  - **Individual School Perspective Application, which includes syllabus or curriculum overview of the topics taught by your school, the total number of hours in your program, and description of three experiential opportunities included in your school curriculum.** (*Examples are provided under the Individual School Perspective section below.*)
  - Agreed and signed copy of the IFSG Code of Ethics.**
  - Agreed and signed copy of the IFSG Affiliated School Commitment Agreement.**
3. **Include the IFSG Universal Topics in your school curriculum.**
4. **Commit to the following:**
  - A minimum of 40 hours of teaching time *devoted* to the Universal Topics, in addition to the balance of your curriculum.** (*We encourage schools to not only meet the minimum of 40 hours, but to exceed it.*)
  - Following accepted practitioner guidelines and standard of ethics as set forth in this document.**

Upon receipt of your signed commitment agreement, curriculum overview and signed Code of Ethics, your school information will be reviewed within 30 days. You will then be contacted by a member of the review board to set up a follow up phone meeting to discuss and review of your application.

Upon acceptance as an Affiliated School member, your school will become eligible to receive the many benefits this membership level provides (reference the list at the end of this document). In addition, you will receive a beautiful certificate of Affiliated School Membership, suitable for hanging, and an official logo of affiliation with the IFSG for use on your website and in your marketing materials. We welcome and encourage you to refer to your school as an Affiliated member school of the IFSG.

The IFSG recognizes that there are many approaches to Feng Shui i.e. Compass, BTB, Form, etc. and that each individual school will have a unique program. It is the aim of the IFSG to standardize basic educational information that is universal in nature and that applies to all approaches of Feng Shui regardless of individual perspective. It is not the IFSG's intention to direct individual schools how to teach their educational programs.

In an effort to assure you of the complete confidentiality of the review process, all members of the review board are required to sign a confidentiality agreement.

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The IFSG looks forward to embracing your educational program into our international community and recommending your future graduates as professional Feng Shui Consultants.

Thank you,

Laurie Bornstein  
CEO International Feng Shui Guild  
(For questions, contact [laurie@harmony-life.net](mailto:laurie@harmony-life.net) or [membership@ifsguild.org](mailto:membership@ifsguild.org))

**Included in this packet:**

1. The Universal Topics with brief definitions.
2. Individual School Perspective Application including practical applications, field trips examples, case studies, reports, various types of consultations, etc.
3. IFSG Affiliated School Commitment Agreement.
4. IFSG Code of Ethics
5. IFSG Affiliated School Benefits

**Mail your completed Application, School Commitment Agreement, and signed Code of Ethics to:**

**International Feng Shui Guild  
705B SE Melody Lane, Ste. 166  
Lees Summit, MO 64063 US**

**Note, you must have completed the requirements to become a Red Ribbon Professional before your application will be reviewed.**

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## **The Universal Topics**

The IFSG offers these Universal Topics to our members, and the community at large with the hope that they become an instrument for unification and learning.

For a community to exist, solidify and evolve, acceptance of a common baseline of knowledge is necessary. Because our community is so diverse in orientation, education and experience, there are many instances of divergence in viewpoint and beliefs. And while we welcome this diversity and the many opportunities it offers for growth and learning, we feel the Universal Topics focus on what we have in common. For this reason we have avoided topics or subjects that are specific or exclusive creations or vehicles of any particular school.

We intend these Universal Topics to serve as the baseline of knowledge necessary for a professional practitioner of Feng Shui. We encourage all current members, future members and practitioners to study and expand their awareness in all of these topics as they continue their education and broaden their knowledge and understanding of Feng Shui. The Universal Topics are not meant to force a prescribed definition or curriculum but to serve as a guideline for those topics that are universal to most perspectives. We encourage all schools to embrace the Universal Topics in addition to their current curriculum and focus.

The Education Committee was created over 3 years ago to research and develop standards within our community for practitioners and schools with the intention of uniting all perspectives through inclusion of those subjects that are universal or shared by most schools and perspectives. While there are many additional topics and subjects in the field of Feng Shui, they are not included in the Universal Topics because they are not universal to most perspectives. This does not diminish the viability, validity or significance of those topics. We encourage the public to embrace all perspectives as valid and effective.

*All definitions provided below are found in greater detail in the Glossary on the IFSGuild.org website, under the navigation button, "Glossary."*

### **The Universal Topics include:**

#### **History and Origins of Feng Shui**

#### **Form School**

#### **Chi**

#### **Core Concepts**

#### **Practitioner Guidelines and Recommendations**

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## History and Origins of Feng Shui

- \* **Form School** – The original school of Feng Shui based on the observation of topographical features.
  - \* **I Ching** - Also known as the Book of Changes, describing all movements and developments of every event or phenomenon in the universe. It consists of sixty-four hexagrams based on combinations of the eight trigrams.
  - \* **Lo Shu and Trigrams** - **Lo Shu** is the foundation of all Feng Shui numerology. It is a three by three grid with a sequence of numbers. It is also called the magic square because any three sectors add up to fifteen along any diagonal, vertical, or horizontal line. **Trigrams** are symbols consisting of three horizontally drawn straight and broken lines, each above the other, denoting yin/yang relationships originating from the I Ching.
  - \* **Compass School** - (An historical perspective) An early school of Feng Shui that developed after Form School. A Lo Pan or compass is used for diagnosing the energies within a space.
  - \* **Feng Shui in Modern Times** - a broad array of contemporary Feng Shui practices reflecting the evolution of Feng Shui in Modern Times. (Historical perspective)
  - \* **Adjustments and Remedies** (from an historical, informative perspective) - An object, talisman ritual, prayer, action or intention used to achieve the greatest balance, harmony, and the most beneficial qi in a space. Can also be used to suppress, neutralize or dissipate negative or stagnant energies or qi.
    - \***Transcendental** - a spiritual or ritualistic solution used to complement and reinforce the mundane, common sense solutions.
    - \***Elemental** – A remedy or solution based on the Five Elements.
  - \* **Shapes and Symbols** - an object or shape that has historical association with traditional Feng Shui.
  - \* **Space Clearing** - Refers to any method used to dissipate negative, stagnant, or inauspicious energy in a space, whether residual or current. It is also used to impart positive intention to benefit all within the environment and to raise the vibratory level, or qi.
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**Form School-** The original school of Feng Shui based on the observation of topographical features.

- \* **Exterior Placement** – Finding auspicious or inauspicious locations for buildings based on the influences of the exterior environment.
  - \* **Locating Building Site** (self explanatory)
  - \* **Study of Landforms** – Shapes and contours in the environment and their respective effects on the energetics of any particular site.
  - \* **Lot and Building Shapes** - Specific shapes of building and lots that are auspicious or inauspicious.
  - \* **Interior Layout & Furniture Placement-** application of the principles of Form School as it applies to the interior layout and placement of furniture.
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**Chi-** refers to all forms of vital energy and its flow

- \* **Flow** -characteristic of the natural movement of energy
  - \* **Clutter and Blockages** - impediment of the natural flow of energy
  - \* **Sheng Chi** – Positive, beneficial life energy.
  - \* **Sha Chi** – Negative or harmful energy.
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## Core Concepts

- \* **Bagua** - diagram consisting of eight areas or houses. Each house is named after a specific I Ching trigram representing a particular aspect of life.
  - \* **Yin/Yang** - A concept from the I Ching denoting the opposite polarities that came into being when the universe came into manifestation. The Daoist idea that unites all opposites as complimentary inseparable forces.
  - \* **5 Elements** - The Five Elements consist of Wood, Fire, Earth, Metal, and Water. Interaction between these elements and qi form the foundation theory for achieving Feng Shui balance.
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## Practitioner Guidelines and Recommendations

- **Standard Ethics for Feng Shui Practitioners**
- **How to Conduct a Consultation**

### Standard Ethics for Feng Shui Practitioners

Feng Shui Practitioners are guided by a high standard of personal integrity and compassion. They observe the confidentiality of their clients' affairs and do not disclose confidential information without the prior consent of the client.

The professional manner of Feng Shui Practitioners towards their clients is positive, supportive and competent, without making unsustainable promises about the outcome of any consultation.

Practitioners make every effort to adequately assess their client's Feng Shui needs and desires. Practitioners listen to and respect their clients' views and allow them to be fully involved in decisions about the work.

Feng Shui Practitioners do not approach any consultation with the intent of taking advantage of the client and/or their perceived economic worth.

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Feng Shui Practitioners do not instill fear or put pressure on clients, their family or staff by arousing unsubstantiated fear or anxiety for their health or well-being, nor exploit vulnerability or ignorance or abuse trust.

Practitioners' beliefs are personal and are not to prejudice interactions with clients; nor views about a client's lifestyle, culture, belief, race, color, gender, sexuality, age, social status or perceived economic worth.

Advertising of Practitioners' services is accurate, ethical and dignified in tone and does not contain unsustainable testimonials or claims.

Feng Shui Practitioners always uphold their professional integrity and keep their client's best interests in mind.

## **How to Conduct a Consultation**

There are several ways to conduct a consultation. Try several to determine what works best for you and your clients. Stay flexible, as situations may arise during a consultation that requires a change in your methods. Some general suggestions are:

- Establish a pattern for conducting your consultations. The energetic relationships will reveal themselves as you progress through the space.
- Share your observations with your client respectfully.
- Review your assessment with your client offering suggestions for adjustments that resonate with their personal preferences.
- Continue your Feng Shui studies to expand and deepen your awareness.
- Consultants should possess a current certificate of insurance covering public and employee liability, malpractice and professional indemnity. Coverage should include consultations, sale of goods and other activities, such as teaching, if appropriate.

## **Initial client conversation**

- Take this opportunity to explain and define Feng Shui as you practice it.
- Be clear in your explanation to your client of how you work and what they can expect during their consultation.
- Tell your client what your training and background is.
- Be clear about your fees and services.

## Presenting Yourself

- Dress professionally and comfortably. Respect the fact that others are paying you for a service, and dress accordingly.
- Be punctual.
- Be prepared.
- Be friendly, caring, professional, and efficient.
- Acknowledge and honor your client for their willingness to invite you into their home.
- Respect the trust that they have placed in you.
- Always respect your client's feelings and wishes, their home and possessions.
- Do not dishonor anyone else's work. If a practitioner has already visited your client, do not be tempted to criticize, or judge their work.
- Allow ample time to reach your destination to avoid stress, confusion and a lack of focus, as this will impede your ability to conduct your consultation professionally.

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*The Universal Topics are not meant to force a prescribed definition or curriculum, but to serve as a guideline for those topics that are universal to most perspectives. We encourage all schools to embrace the Universal Topics in addition to their current curriculum and focus. We require that the IFSG Affiliated schools adopt these Universal Topics based on the criteria and requirements included in this packet.*



**2. All Affiliated schools are required to conduct three experiential opportunities in their curriculum.** *This includes at least one case study with a written report.* The case study will help demonstrate the student's ability to demonstrate an understanding of core Feng Shui principles and utilize their course materials.

Please list all experiential opportunities that your school offers students during their course of training. Field experiences are not limited to actual client consultations but can be broad in nature and may include activities as diverse as dowsing practice, trips to furniture stores, walking tours of towns or neighborhoods, and so on. There is no rigid form that a field experience must take, but it should be a hands-on learning activity for the student. Please indicate below the types of experiences offered and provide a brief description.

Field Trips (client consultations, walking tours, landscape evaluations, etc) Please attach a detailed sheet if more space is needed.

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In-class projects (floor plan analysis, different applications for the Bagua, design techniques, etc.)

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In-class or on-site space-clearing demonstration.

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Case study with written report.

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Other: Please explain.

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**3. Practical Applications - Affiliated schools must provide their students with information regarding how your school approaches Feng Shui analysis including, but not limited to:**

- \* Residential Applications
- \* Business Applications
- \* Landscape and Garden Applications

Please check the box below to confirm that you teach at least these three methods of application.

**4. Indicate your school's total number of training hours and attach a syllabus with program details. Please include how many of your total hours are dedicated to the Universal Topics.** (While our minimum requirement is 40 hours, your information should indicate your actual number of training hours dedicated to the Universal Topics). *If you need more space, please attach a typed list.*

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**5. Please list any additional information below.** (Or attach a typed sheet with additional details.)

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## **International Feng Shui Guild Affiliated School Commitment Agreement**

As administrator of \_\_\_\_\_, I hereby agree that my school will abide by the IFSG Affiliated School membership requirements and have included the necessary documentation thereof.

Requirements include:

Director must maintain a Red Ribbon Professional Membership within the IFSG.

Submit all required documents including Individual School Perspective Application.

Agree to include the IFSG Universal Topics in your school curriculum and commit to a minimum of 40 hours teaching time devoted to those topics.

Abide by the IFSG Code of Ethics and the IFSG Affiliated School Commitment Agreement.

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Name \_\_\_\_\_

Title \_\_\_\_\_

Mailing address \_\_\_\_\_

Email address \_\_\_\_\_

phone number \_\_\_\_\_

Website \_\_\_\_\_

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Signature \_\_\_\_\_

Date \_\_\_\_\_

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# **International Feng Shui Guild Code of Ethics**

Nonprofit organizations are expected to observe the highest standards. And as part of an emerging and growing profession, Feng Shui consultants need to prove their professionalism every day, in every way.

The IFSG recognizes the importance of setting high professional standards for our members and communicating those ethical principals to the general public as a way of inspiring their trust and support for our members.

All Professional members, Student Members, Schools and Affiliated Schools are required to sign the Code of Ethics as a condition of membership.

Member and Director Responsibilities to the Public, to the Client, and to each other are as follows:

## **Client Guidelines**

- Consultants shall act in the best interest of their client to ensure the best possible outcome.
- The professional manner of consultants towards clients should be positive, supportive, and competent, without making unsustainable promises about the outcome of any consultation.
- A Feng Shui consultation should not be performed with the intent of taking advantage of the client and/or their perceived economic worth.
- A consultant should never instill fear or put pressure on clients, their family or staff by arousing unsubstantiated fear or anxiety for their health or well-being. Consultants should not exploit vulnerability or ignorance or abuse trust.
- Consultants shall hold all information provided by the client as private and confidential and not disclose any information or photographs about the client, their family or project, without express prior consent of the client.
- Consultants should ensure that the client understands the recommendations given during or after their Feng Shui consultation.

## Education and Training

- Member consultants and educators are expected to expand their knowledge and skills through continuing education as part of their professional growth, and are encouraged to support the development of the Feng Shui profession worldwide.

## Professional Integrity

- Member consultants shall provide professional service and behavior (whether paid or unpaid) to the public and clients, ensuring their safety physically, spiritually, and psychologically. The consultant commits to maintaining integrity, dignity and honesty and upholding the highest reputation of the IFSG and of Feng Shui.
- Members shall neither offer nor make any payments or gifts to any public official, nor take any other action with the intent of unduly influencing judgment in connection with a project in which the member is interested. Members shall perform with the highest professional and legal conduct. Potential conflicts of interests, as well as financial rewards beyond normal payment should be avoided.
- Members may ONLY act as Spokespersons on the behalf of the IFSG with prior written consent from the organization.
- Inclusion on the IFSG Consultants list of professional practitioners is not an endorsement or guarantee of the ability or skill of those consultants by the IFSG. (See our disclaimer on the website.)
- Truth in advertising background and skills is expected by all members of the IFSG, in their professional listings and on their websites.
- Member consultants shall ONLY undertake professional work and responsibility which by training and experience they are competent to perform.
- IFSG officers and directors are expected to uphold the mission of the IFSG, which includes openness to the diversity of teachings within our membership.
- Practitioner personal beliefs should not prejudice interactions with regard to a client's lifestyle, culture, belief, race, color, gender, sexuality, age, social status or perceived economic worth.
- Plagiarism, including total or partial reproduction of text or verbiage by another without express consent or without the correct reference, is unethical and will be evaluated by the Board as ground for cancellation of membership.

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- Consultants agree to honor the copyright, trademark, or other intellectual property of another, recognizing that any infringement is unethical and debases their own integrity as well as our profession. Infringements might include the unauthorized use of pictures, framing another's website within your own without permission, or using another's trademarks without their permission. Trademark infringement includes use of an identifying mark, work, phrase, color, picture or layout that could lead to a likelihood of confusion with the legitimate holder of a valid trade or service mark.

**Service Projects**

- Members performing Community Service projects shall adhere to professional standards of conduct and ethics, shall maintain client privacy, shall always act in the best interest of the client.
- No participant in Community Service group consultations may benefit professionally or financially or use the client as a reference without express permission of the client and the agreement of other participant members.

**Laws, Regulations, Codes**

- Members shall comply with all existing national, state and local laws as well as regulation and codes governing building, civil, criminal and general business procedures as established by all applicable jurisdictions in which they practice.

**Signed** \_\_\_\_\_ **Date** \_\_\_\_\_

**School** \_\_\_\_\_

**Title** \_\_\_\_\_

## INTERNATIONAL FENG SHUI GUILD AFFILIATED SCHOOL BENEFITS

### Two-Year Term

- Applications accepted quarterly.

### Standards

- Professional affiliation and status that gives credibility to your practice and enhances your reputation as a professional Feng Shui Organization.
- Supports you with organization Bylaws and Code of Ethics, maintaining professionalism and ethical standards in Feng Shui.
- Special designation separate and above other schools.

### Education

- Standard skills assessment to assure you and your clients of our membership education standards and professionalism.
- Website calendar of events and lectures that connects you to opportunities around the world including classes through our affiliated and standard schools as well as those posted by members who have professional standards.
- Publications including our member newsletter, the Quarterly, and the monthly Grapevine, both of which include articles by members and well-known educators.

### Marketing and Business

- Marketing and recognition tools that you can navigate and update yourself including expanded school web listing with links to your website, products, and books. Clients can find you by location and name.
- Expanded Affiliate school web listing with details of school, image and click through to schools full-page listing.
- Featured listing on consultant page as an Affiliated School providing school with higher ranking and visibility.
- Events listing page where you can post your own Feng Shui speaking and teaching events as well as link to your website.
- Website marketplace where you can advertise your own Feng Shui programs, training, items and books.
- Discounts on advertising on Guild web site and publications.
- Priority placement on school listing page as an affiliated school
- Priority placement for Ezine ads
- 2 free one-month advertisements in our Ezine, IFSG Connections (1 per year of membership term for the first term as an affiliated school)
- Spotlight schools of the month-featuring affiliated schools
- Community recognition as a school meeting or exceeding the curriculum necessary for practitioners to achieve Professional membership status within the IFSG.
- Special student membership discount for your current students